



News Release

CiDRA Appoints Territory Managers in Western Canada

Wallingford, CT – November 06, 2006: CiDRA Corporation (“CiDRA”) has recently appointed two territory managers in Western Canada, as its *SONARtrac*[™] systems and services continue to receive brand acceptance and growth within the region’s industries, such as oil sands processing, oil and gas, mining and pulp & paper. Mike Brown and Roman Malina will join CiDRA’s sales team and will be responsible for the sales and service programs directed to support the engineering and procurement companies (EPCs) and end customers within Western Canada. *SONARtrac* systems deliver a unique value proposition to industrial process industries, specifically the ability to provide clamp-on flow and entrained air or gas void fraction measurements in all types of fluid regimes. Over the past three years, *SONARtrac* systems have been successfully installed in all major firms within the Athabasca oil sands processing region. Roman and Mike will leverage this success to other industries where *SONARtrac* systems and CiDRA process optimization services can also be applied to process flows to help provide top and bottom line value.

Prior to joining CiDRA, Mike Brown worked in the Technical Sales and Business Development functions for WEIR Services in Calgary where he was responsible for a complete line of instrumentation equipment to the EPCs and Oil and Gas companies in Calgary. Prior to that, Mike worked for Endress and Hauser (E&H) as a Technical Sales representative for major accounts, working closely with instrument engineering and maintenance staff in the Edmonton area and Northern Alberta. Mike has a technical diploma in Industrial Control and Automation from the South Winnipeg Technical Centre and has had advanced product training in level, flow, pressure and analysis when he worked for E&H.

Prior to joining CiDRA, Roman Malina worked with Thermo Electron Corporation based out of Calgary where he managed the sales territory for clients, working closely with the EPC

communities in Alberta and British Columbia. Roman has a degree in Electrical Engineering, B.Sc. from the Devry Institute of Technology in Calgary. Roman is also a Member of Alberta Society of Engineering Technologists (C.E.T).

“We are extremely pleased and excited to have Mike and Roman join CiDRA”, said John Viega, Vice President, Strategic Development. “Their experience and track record for providing high levels of support for their customers, along with their knowledge of the markets and territory will enable CiDRA to continue to deliver the same high standards for service excellence to our customers as we continue to grow our presence in Western Canada.”

Additional information about CiDRA can be found at www.cidra.com.

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