



News Release

CiDRA Oilsands Inc. - Proven Success in Western Canada

Wallingford, CT – March 9, 2009. On June 28, 2008, CiDRA announced plans to address the Company's continued expansion of its oilsands business in the Athabasca region of Alberta, Canada through a newly created subsidiary corporation, CiDRA Oilsands, Inc. Since it began serving the oilsands industry in 2003, CiDRA has successfully launched a series of innovative products and services, based on *SONARtrac*® and *SMARTring*™ technologies, that have been tailored to meet the unique challenges of its customers involved in surface mining operations. These solutions are focused to help customers increase plant and process predictability, reduce process variability and enhance resource sustainability.

Oilsands companies operate high value assets in one of the world's most challenging environments. Oilsands slurries sometimes referred to as 'liquid sandpaper', present numerous process and operational challenges unique to oilsands companies that mine oilsands from the earth's surface. "The formation of a separate company whose sole mission is to provide ongoing technology innovation and differentiated information that help enable our customers to increase overall operating and process efficiencies, is a tangible demonstration of our commitment to the industry," says John Viega, Vice President and General Manager of CiDRA Oilsands, Inc. Roman Malina, Director of Sales based in Calgary, Alberta adds, "As a supplier-partner to our customers, we need to understand the demands and challenges that our customers face day in and day out – and to listen to what they will need well into the future. Establishing a separate subsidiary and focusing our investments and resources squarely on our customers' needs is one way we can continue to bring innovative tools and services that help them add value to their operations and stakeholders."

About CiDRA:

CiDRA is headquartered in Wallingford, Connecticut with an increasing number of international offices. CiDRA's patented *SONARtrac*® flow technology has established itself as a new class of

industrial flowmeter, utilizing measurement principles that are distinct from all other flowmeter technologies operating today and is ideally suited for measuring flow in difficult slurry applications within the energy and natural resource industries. CiDRA has been aggressively developing various service offerings related to flow management and assurance, velocity profiling, and overall plant monitoring and process optimization in mining, oilsands and pulp and paper applications. CiDRA products and services are being used by over 250 customers in 21 countries.

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

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