



Additional Growth for LeddarTech Within USA Thanks to its Distribution Agreement With General Highway Products, Inc.

Quebec City (QC) – March 15th, 2011 – LeddarTech USA Inc., a wholly owned subsidiary of LeddarTech Inc., a technology company specialized in advanced 3D detection for traffic management systems, announced today that another agreement for the exclusive distribution of its Leddar™ d-tec product in a specific region of the USA has been signed. General Highway Products will support sales growth of LeddarTech’s flagship product in the states of Pennsylvania, New Jersey and Delaware.

LeddarTech USA Director of Traffic Systems – Americas, Stewart Wilkerson, said: “We’re very excited in welcoming General Highway Products as our exclusive distributor for the states of Pennsylvania, New Jersey and Delaware within USA. It comes as no surprise that General Highway Products is one of the most reliable companies in the field of traffic transportation systems and highway lighting. We look forward in working closely with the company in answering the traffic detection needs within their area.”

About General Highway Products (www.generalhighwayproducts.com)

Located in Broomall, Pennsylvania, General Highway Products, Inc. was founded in 1979. Thanks to its highly dedicated employees and management staff, the society has built a reputation on a record of service and integrity, and the ability to provide service 24 hours a day, seven days a week. Their headquarters houses an inventory of more than 3/4 million dollars of equipment to meet the demands of their customers.

About LeddarTech (www.leddartech.com)

LeddarTech is the leading provider of advanced 3D detection and ranging systems based on LED illumination. With customers spanning the globe, LeddarTech’s proprietary Leddar™ technology provides accurate, non-intrusive detection of vehicles, bicycles and pedestrians for traffic management systems as well as provides object detection for advanced driver assistance systems for the automotive market.

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