

E-TROLZ, Inc.
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PRESS RELEASE

E-TROLZ Selects Boston DSM as Sales Representative

Lawrence, MA – January 2, 2006

E-TROLZ, Inc. announced today an agreement with BOSTON DSM, a leading edge technology sales and engineering support company, as E-TROLZ's East Coast Sales Representative for all products. The agreement adds to E-TROLZ's sales channels in the Eastern Region.

"Working with such a highly respected company significantly strengthens our sales coverage in several key technology regions in the territory," said Jay Ward, Vice President of Sales and Marketing at E-TROLZ. "BOSTON DSM brings extensive experience in electronics systems design that will help us to expand and better support our customer base."

"We pride ourselves on solving customer problems," said Gerry Desmond, President of BOSTON DSM. "E-TROLZ's fully integrated embedded measurement and control products offer flexible and configurable options for device OEMs. We're excited to have the opportunity to materially participate in E-TROLZ's sales growth."

About BOSTON DSM

BOSTON DSM is a leading edge technology Sales and Engineering Support Company for Embedded Systems suppliers, Electronic Design Automation tool suppliers, Semiconductor Intellectual Property providers, and Semiconductor manufacturers. BOSTON DSM may be contacted at:

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About E-TROLZ

E-TROLZ is a global technology leader in the commercialization of highly integrated real-time measurement and control products for embedded applications. Leveraging its proprietary Dual Partition TriCore Architecture, E-TROLZ's products optimize real-time I/O and data management interoperability in a small portable form factor. E-TROLZ's highly integrated products enable dramatic savings for customers in project development cost and time to market. Initially focused on the medical device market, E-TROLZ delivers measurement and control solutions incorporating portability, signal conditioning, and wireless communications expertise. More information about E-TROLZ is available at www.e-trolz.com.

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