

**FOR IMMEDIATE RELEASE**

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**Opto 22 Opens Representative Office in China**

Expansion Throughout Asia Continues with New Chief Representative in Shanghai

**Temecula, CA – September 10, 2008** – Opto 22, a developer and manufacturer of hardware and software for industrial automation, remote monitoring, and data acquisition projects, has announced the opening of a new corporate office in Shanghai, China, under the leadership of newly hired Chief Representative Surge Yu. The office will focus on identifying new business opportunities and increasing sales throughout mainland China, working with Opto 22's Chinese distributor APT, and assisting APT in its service and support of existing Opto 22 customers throughout China.

Surge Yu—formerly Technical Marketing Engineer at National Instruments, China—holds a B.E. in Electrical Engineering and an M.E. in Electronics Science from prestigious Tsinghua University in Beijing. He has considerable automation expertise in several key industries, including water, power, semiconductor, and machine building, and also has extensive experience with programmable automation controllers (PACs) that will prove valuable as he works with Opto 22's flagship SNAP PAC System family of controllers, I/O processors, I/O modules, and accessories.

"In addition to the recent investments we've made in opening offices and adding staff, we feel that Surge will be a great asset in helping us increase our distribution sales of Opto 22 products and positioning us as a worldwide provider of engineering solutions throughout China and the world," states Huang Song, President and CEO of HBP (parent company of APT).

Specifically, Opto 22's new representative office will work closely with APT to grow Opto 22 business in China through sales, marketing, and technical initiatives, such as identifying new

business opportunities, seeking out new customers, recommending qualified systems integrators, and providing technical support for Opto 22-based applications in China.

"In support of our distribution efforts throughout Asia and the Pacific Rim, having a representative local to Shanghai will greatly aid us in servicing our existing customers and further penetrating the fast-growing Chinese market," explains Opto 22 Vice President Bob Sheffres.

### **About Opto 22**

Opto 22 develops and manufactures hardware and software for applications involving industrial automation and control, remote monitoring, and data acquisition. Opto 22 products use standard, commercially available networking and computer technologies, and have an established reputation worldwide for ease-of-use, innovation, quality, and reliability. Opto 22 products are used by automation end-users, OEMs, and information technology and operations personnel. The company was founded in 1974 and is privately held in Temecula, California, USA. Opto 22 products are available through a worldwide network of distributors and system integrators. For more information, contact Opto 22 headquarters at +1-951-695-3000 or visit [www.opto22.com](http://www.opto22.com).