



## THE CHINESE ENVIRONMENTAL MARKET IS NOW OPENED TO ALPHA MOS

### *An order of 10 Electronic Noses for grounds and air pollution*

**Toulouse, March 19<sup>th</sup>, 2008** - Alpha M.O.S., the worldwide leader in the manufacture of electronic tongues and noses for industry announces that the State Environment Protection Agency (SEPA) ordered 10 new electronic noses for their Quick Intervention Unit to measure ground, rivers and air pollution on site.

China is implementing a real environmental policy - the State Environment Protection Agency will soon be a Ministry - and now has tools which facilitate the improvement of the control of environmental factors.

So, the experimental action led by Alpha M.O.S. in several Chinese provinces, particularly Shandong during the autumn of 2007, extends and should allow important outlets for the company with a potential of 200 units within 32 Chinese regions. These 10 units implemented today in China represent a total amount of 350.000 €.

Even in the face of large players in the analytical instrumentation sector, Alpha M.O.S.' technologies distinguish themselves in this market, thanks to the technical performance of the measurement: sharpness and speed of the results and particularly an unequalled sensibility in pollutants as well as solvents and so on.

Alpha M.O.S. continues to broaden its focus in validating its technologies with normative institutes, in China and worldwide, which creates a path to wider applications markets.



These efforts to certify its instrumentation are not only directed at environmental applications but also at those of law and order, notably with the enforcement agencies responsible for rapid intervention in Peking and in the field of the food safety with the office of the Chinese standards (CNIS - Chinese National Institute of Standardisation).

Jean-Christophe MIFSUD, President & CEO of Alpha M.O.S., comments : *«Asia, and particularly China, represents an expanding market opened to our technologies. Indeed, the environmental sector is a very key market in this part of the world because there is a high awareness of the necessity to control the impact of this prosperous economy on the environment. The governmental directives encourage the various provinces to equip themselves with measuring instruments of prime urgency. We are satisfied with these first positive results in China which will continue to be developed by our local teams in chinese provinces and among the Environment Ministry.».*

**About ALPHA M.O.S.**

Created by Jean-Christophe MIFSUD in 1993, Alpha M.O.S., specializes in the electronic digitization of human senses, and is the worldwide leader in electronic noses and tongues for industry with more than 600 instruments sold in the world. In 2005/2006 the group has reached a turnover of 4,2 M€. Euronext Paris, Nouveau Marché, ISIN : FR0000062804-ALM

Press Contact:

CICOMMUNICATION

Delphine DECOURTY

Tél. : 01 47 23 90 48

decourty@cicommunication.com