



*"sounds good to me"*

**16 January 2008**

## **SENSEAR EXPANDS OPERATIONS TO THE USA.**

Sensear is delighted to announce its entry into the United States market with the appointment of Matthew Neve as Sales Director for the US. He will be based in California and joins Sensear with a successful background in the Hearing Protection Industry.

"Matt's appointment is part of Sensear's global expansion plans and his goal is to establish new customers and distribution channels for Sensear in the US Market " said Sensear's Vice President of Sales & Marketing- Greg Beale.

"We always believed the US market would hold major potential for our products and the encouraging response we received from prospective end users and distributors at the recent National Safety Congress in Chicago confirmed that view".

"We are delighted to have Matthew join us to spearhead our US operation". "He really understands Safety Marketplace and the need for a healthy distribution channel which is a key component of our strategy", said Beale

Sensear will be active in the US marketplace promoting its innovative range of Electronic Ear Plugs for safety.

Matthew Neve can be contacted at [matthew.neve@sensear.com](mailto:matthew.neve@sensear.com)

**-Ends-**