



Flexim Instruments Opens East Coast Operation's Center

Company Expands Sales, Service & Administrative Capabilities for the North American Market

Berlin, Germany (January 23, 2006) - FLEXIM GmbH, a leading manufacturer of precision flow and inline process analysis instrumentation, today announced the opening of its new East Coast operation's center to expand its Sales and Technical Service capabilities for the North American market. This regional center will support senior management as well as sales, administration and technical service operations for all of North America.

"Opening an East Coast operation's center sends an important, positive message to our customers and prospects that we are the *"Partner of Choice"* in providing them with FLEXIM's proven precision flow and analytical instrumentation solutions," said Claus Huebel, General Manager of FLEXIM USA. "The East Coast operations center will allow us to continue to build and support our valued North American customer base."

The new office, located on Long Island, New York, will be led by two industry veterans, John J. O'Brien and Israel "Izzy" Rivera. They will be the focal point for FLEXIM USA's sales, administration and technical service operations.

John J. O'Brien has been appointed FLEXIM's North American Business Development and Operations Manager where he will have overall sales, marketing and operational responsibilities for the North America market. Having previously held key managerial positions in the ultrasonic flow metering and sensors market for over 16 years at companies such as Controlotron Corporation and Accusonic Technologies, Inc., he said, "It is a pleasure to be joining FLEXIM at such an exciting time in their growth. FLEXIM now has a range of flow and analytical instruments that provide the proven traceable performance, quality, and cost efficiencies second to none in the field. I look forward to bringing these innovative products to the North American marketplace."

Izzy Rivera will join O'Brien and will head FLEXIM's Technical Service Center. Mr. Rivera has held various technical and service positions with Controlotron Corporation and has traveled around the globe in support of the technology. In addition to his technical service and customer support experiences, Mr. Rivera's well developed skills were utilized to support both sales and R&D efforts as he played a critical role in new product development – most recently in the introduction of clamp-on ultrasonic technology to gas applications. "With over 27 years of developed "hands-on" experience it could be said that I have probably been involved with more ultrasonic metering installations than any other person. I welcomed the opportunity to join FLEXIM because I believe the FLEXIM product line is unsurpassed in technological development and that FLEXIM is poised for explosive growth."



Founded in 1990 and privately held, FLEXIM is a leading manufacturer of precision flow and inline process instrumentation providing innovative solutions for the Industrial, Petrochemical, Gas, Energy and Municipal markets. The Company operates a worldwide marketing, sales and service organization and has multiple direct offices throughout the US and Europe. For more information please visit our web site at: <http://www.flexim.com>.