



Press Release
For Immediate Release

Firecomms to Expand Business in Southwest with U.S. Opto Rep Agreement

Austin, Texas—July 31, 2008—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers and Surface Emitting Lasers (VCSELs), today announces that it has inked a U.S. representative agreement with U.S. Opto Rep for business throughout Southern California, Arizona and Nevada. Based in Simi Valley, U.S. Opto Rep will market and sell Firecomms' full range of POF transceiver products which are rapidly being adopted by developers of equipment for the consumer electronics, industrial and automotive networks worldwide.

"This agreement enables Firecomms to leverage U.S. Opto Rep's expertise in the sizeable California high-tech market," says Firecomms' Vice President of Sales and Marketing, the Americas, Lawrence Thorne. "With offices throughout California, U.S. Opto Rep is well-positioned to expand and support our customer base."

"We are very excited to work with Firecomms in the new and expanding POF market as we are seeing tremendous growth in the commercial, military and medical OEM optoelectronics markets," says Dennis Mattock, president of U.S. Opto Rep. "Our goal is to "design-in" lower cost POF media solutions and Firecomms components into high-speed, more demanding home and commercial networks. Firecomms components also provide the potential for weight reduction in commercial and military aircraft and aerospace communication applications."

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying significant growth in a wide range of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used more easily and at lower cost than copper or glass fiber, POF is now used in millions of small area networks, such as those in use in many car models, and is rapidly gaining ground in home

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network and point-to-point interconnection. The POF market is estimated to be worth over \$1 billion per year by the end of 2008.

About Firecomms Ltd.

Firecomms, a compound semiconductor company, develops high-speed light sources in visible range wavelengths. Firecomms' lasers and LEDs provide the groundwork that will revolutionize optical data communications for small area networks, such as in-car networks and home networks. Firecomms' low power visible lasers unleash the potential for advances in medical devices, barcode scanners, and optical storage devices.

The Ireland-based company leverages its ten years of photonics research experience, optical expertise, and extensive IP portfolio to develop cost-effective solutions for applications in which the use of glass fiber optics is prohibitively expensive. Additional information about Firecomms is available at www.firecomms.com.

About U.S. Opto Rep

U.S. Opto Rep specializes in application engineering of solid state detectors, lasers, emitters, and LED Lighting, optics and scintillation crystals for x-ray image systems. Servicing the Southern California, Nevada and Arizona optoelectronics engineering and manufacturing markets, the company's goal is to reduce customer costs and improve system or instrumentation performance.

Additional information about the company is available from the company at 805-526-2121.

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