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## FOR IMMEDIATE RELEASE

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### **Technology Company Named Exporter of the Year**

Display Systems International Inc. is STEP's Exporter of the Year. The award, presented at Saskatchewan Trade & Export Partnership's (STEP's) 10<sup>th</sup> Anniversary Celebration in Saskatoon, is sponsored by Investment Saskatchewan.

Display Systems International Inc. has developed a new product called LineUp which is an on-screen program guide. LineUp includes two separate components. The first component is the software that is delivered to the customer which allows the customer to create a scrolling display of the next couple of hours of television program listings. The second component is the television listings data that is displayed by LineUp, which includes the times and program names for various channels. DSI has been exporting for 23 years with export sales outside of Saskatchewan averaging 99% of their total business volume.

"Not only is it an honor to have been a finalist, but it is certainly a great honor to win the STEP Exporter of the Year Award," said Mr. Dale Lemke, President of DSI. "Display Systems International is very thankful to have been selected as the winner from the many fine Saskatchewan companies that export all over the world. We hope this type of competition will help other companies see the value of exporting and venture into new markets to expand and grow their firms."

"Display Systems International Inc. is a fine example of the dynamism and innovation created by Saskatchewan's exporting companies", added STEP President and CEO Dale Botting. "The real winner here, at the end of the day, is the overall Saskatchewan economy because exporting firms like DSI Inc. generate about 70 percent of the total GDP in the province. It is time to salute DSI's 23 years of success, and the importance of exporting in general."

Two other firms joined Display Systems International Inc. as finalists in this year's Exporter of the Year Award.

Ozonator Industries Inc. has recently developed a revolutionary new piece of technology called the OZONATOR. The OZONATOR is a technology that cost-effectively sterilizes bio-hazardous waste and unlike existing technologies, the OZONATOR has zero emissions. In their first year of exporting this product, Ozonator Industries has drawn attention from around the globe including the United States, South America, the United Kingdom, Australia, Iran and more. Their OZONATOR has a world-wide patent-pending status and is heralded as possibly the best solution available in dealing with bio-hazardous waste as well as other concerns such as international waste arriving at airports and seaports.

Stewart Steel Inc. is a manufacturer of agricultural and oilfield products. Their agricultural products include combine modification products that result in greater combine productivity and performance. Their oilfield products include oilfield service building such as doghouses, pump shacks and accumulator shacks. Stewart Steel has been exporting for 16 years. This past year, their exports increased 83% over the previous year due to gains in new markets such as Europe, Australia and Alberta and strengthening their hold in the U.S market

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STEP's partner for the Anniversary event is Custom House and major sponsors are 980CJME/650CKOM, Saskatchewan Industry and Resources, Western Economic Diversification Canada, Scotiabank, Export Development Canada, Business Development Bank Canada, TD Bank, Furman & Kallio, and the Forum for International Trade Training.

STEP is a non-profit, membership driven, government/industry partnership, designed to promote the growth of Saskatchewan's export industry. STEP assists provincial businesses realize global marketing opportunities through specially tailored services and programs. STEP pursues growth in existing foreign markets and opens doors to new ones. Members include both businesses that are experienced and those that are new to international trade. The team of professionals has the experience, knowledge and international contacts to help companies meet their international marketing objectives.

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