

Firecomms Adds New Sales Offices in Active Markets As Part of Aggressive Expansion Plan

Cork, Ireland—October 20, 2003 – Pioneering Irish technology firm Firecomms has signed a contract with Unirep of France to strengthen the company's position in that market. The contract with Unirep is a result of Firecomms' aggressive expansion plan to expand its sales and marketing reach to active markets in Europe.

"With extensive activity in France, Firecomms requires the support infrastructure that a technical team like Unirep can provide," says Firecomms CEO Declan O'Mahoney. "Our optical devices are targeted at communications applications such as 1394 and MOST which are widely used in automotive, consumer, and industrial applications throughout Europe."

In addition to the contract with Unirep, Firecomms has contracted with influential business development firms in the U.S. and Asia as part of the company's aggressive expansion plan into other strategic markets. Firecomms has recently appointed e-rep in San Jose, California, Lamtron in Seoul, Korea, and PALTEK in Yokohama, Japan to support specific active Firecomms' customers in these regions.

As sales representatives for Firecomms, these firms will sell the company's novel semiconductor technology that uses light to transport and manipulate data with wide-ranging applications in the automotive, aeronautical, industrial automation, computer interface, multimedia network, and handheld device sectors.

About Firecomms Ltd.

Firecomms Ltd. is building a significant intellectual property portfolio with light source technology that overcomes existing technical difficulties to allow information to be carried via simple plastic optical fibre (POF) rather than much more expensive, sophisticated and difficult to install glass fibre optic cable. As a result, original equipment manufacturers (OEMs) can use the company's high-speed compound semiconductor light sources for cost-effective solutions in industrial, commercial and personal electronic applications where glass fibre optics would be prohibitively expensive.

The Cork, Ireland based company uses a fabless business model, conducting product development in Ireland in association with the Ireland's national information communications

technology (ICT) research centre, NMRC, and outsourcing the manufacturing process to the most competitive, high quality sub-contractors overseas.

About e-rep

Founded in 1996, e-rep is a fiber optics/optoelectronics and niche semiconductors manufacturer's representative organization. The company's core competency and strengths are focused on these two product markets because of their technical and relationship-based nature. The company also has a strong presence in the limited military market due to the technical nature of the products, such as processors and military hybrids. e-rep currently serves the Silicon Valley, Northern California and Northern Nevada for all its manufacturers.

About Lamtron

Lamtron is a leading supplier of components to manufacturers of wired and wireless communications products in Korea. Lamtron's customers include all of the tier-one equipment developers in the Korean market. Through its relationship with Firecomms, Lamtron will be able to service the needs of a growing number of companies that are developing POF applications in Korea.

About PALTEK Corporation

PALTEK Corporation has been providing silicon and software solutions to the Japanese market since 1982. The company's customers include users of Programmable Logic Devices (PLDs), Application Specific Standard Products (ASSPs), and other related products. The addition of Firecomms products strengthens PALTEK's ability to provide a more complete solution to developers of Plastic Optical Fiber (POF) systems used in the automotive, infotainment, and industrial markets.

About Unirep

Unirep is a technical sales representative organization with extensive experience. Founded in 1985, the company leverages its knowledge of customers in industrial and consumer electronics markets with its leading-edge technology principals to create mutually beneficial business relationships.

###

FURTHER INFORMATION :

Rene' Williams
Strategic Incite
Tel. No. 949.360.7770
rene@strategic-incite.com