

Contact: Jean Poest, Marketing Coordinator
Fleetwood Group, Inc.
11832 James Street, Holland, Michigan 49424
Telephone: 616.396.1142 or (toll free US) 800.257.6390
Website: www.replysystems.com
E-mail: sales@fleetwoodgroup.com

Subject: Wireless (RF) audience response system manufacturer set to produce new compact keypad solutions for one of USA's top interactive meeting specialists

FOR IMMEDIATE RELEASE

Fleetwood Group, Inc., the leading North American designer and manufacturer of radio frequency (RF) keypads purpose built for audience response and electronic voting applications, is introducing two custom products at Infocomm 2006 in Orlando, FL with **Meridia Audience Response**, one of the USA's top providers of interactive meeting services.

The **Meridia Responders** are two-way wireless interactive keypad systems designed for a variety of group response applications. The new systems combine the best of Fleetwood's intellectual property and Meridia's industry knowledge into compact designs for audience voting, opinion polling, knowledge measurement, and other traditional audience response activities. The Responders' small size, light weight, and wireless operation make these new products ideal for rental services and turnkey system sales.



“The look, function, and price of these new systems are different from any other product we build, so we're planning that they attract a new cadre of users and resellers,” said Pat Moody, Vice President of Sales and Marketing for the Electronics Division of Fleetwood. “We've been doing it for years, but the market's just now recognizing that we build multiple brands of RF products for many of the top players in the interactive keypad industry. To maintain this momentum, one of our business objectives

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is obvious: a product we build for one customer shouldn't be designed to compete with any of the other products we build. There's always enough differentiation in each customer's software to further distinguish the keypad solutions they offer, too." He added: "Our goal is to fill in the value matrix with a breadth of products that are differentiated in price and features. The fact that some may carry a non-Fleetwood brand name is, to us, irrelevant since we're enjoying the manufacturing opportunity. And we just love doing custom developments for companies like Meridia that are willing to back up their vision with an investment in both our technology and our employee-owners."

Meridia had a choice of manufacturers – many offshore – but they instead decided to work with an American source known to them for over a dozen years. "We chose to partner with Fleetwood to design our *Responder* and *Student Responder* keypads because of their RF technology patents and focus on quality engineering. Their RF technology expertise resulted in the creation of a truly innovative, yet easy to use design, ensuring all responses submitted are counted, secure and accurate within the shortest time frame," stated Rick Baker, CEO of Meridia. "Their ability to incorporate our market requirements in a cost effective manner contributed to the many unique and innovative keypad features that we expect the [*interactive*] community will embrace."

By incorporating Fleetwood's patented and proven RF technology, Meridia's *Responder* systems deliver the following features:

- Small, slim case to house a tactile keyboard and easy-to-read numeric display.
 - Lightweight and compact. AAA and coin cell versions.
 - Displays user entries plus confirms that the system processed each response.
- Two-way spread spectrum radio with proprietary communications protocol.
 - Frequency hopping delivers high immunity to interference and the ability to work alongside wireless LANs and WiFi with ease.
 - Long range (up to 400 feet) and high system capacity (75 base IDs, each capable of managing 500 keypads per base station).
- New PowerPoint-capable software.
 - Easy-to-use, low cost alternative to more complex applications from other developers.

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The *Responders* are manufactured by Fleetwood's Electronics Division in Holland, MI. Staffed with radio frequency experts and fully equipped for surface mount technique (SMT) manufacturing, this small company makes a big impact worldwide – especially in niche markets that demand electronic voting systems, focus group tools, group decision support systems, and student assessment devices. Fleetwood's Electronics Division designs, manufactures, markets, and manages the value-added distribution of several product lines of interactive meeting and learning tools. Its flagship product – the Reply® Wireless Audience Response/Voting System (more info: www.replysystems.com) – consists of cordless electronic keypads and audience polling software. Reply® systems are commonly used in conferences and seminars, classrooms, focus group facilities, TV studios, and special event venues to quickly survey and report the opinions and/or knowledge of participants.

Fleetwood Group, Inc. is a 100% Employee-Owned company, one of approximately 2,000 wholly-owned and 11,000 partially-owned organizations in the USA (reference: ESOP Foundation, www.esopassociation.org). In May 2006, Fleetwood was named the top employee stock owned company in the USA by The ESOP Foundation. Founded in 1955, Fleetwood continues a rich heritage of striving to be a Christ-centered organization. For more information about Fleetwood and its products, please visit www.fleetwoodgroup.com. Or call 616-396-1142 (or 800-257-6390 toll-free in USA). Give us a call! Let's Interact!®

Meridia is an established company (30+ years old) that develops software, organizes and runs creative interactive audience events, and sells audience response solutions to meeting, training, and education clients nationwide. This Plymouth Meeting, PA company has been recognized by industry professionals as one of the USA's top full-service providers of interactive keypads. For more information about Meridia, please visit www.meridiaars.com. Or call 610-260-6800.



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