



Norscan Cable Management System receives RUS acceptance

Winnipeg, Manitoba. February 11, 2010 – In response to the January 15, 2010 U.S. Commerce Department’s NTIA and USDA’s RUS announcement of \$4.8 Billion in recovery act funding to bring broadband to more Americans, Norscan Instruments Ltd., a developer of management systems for fiber optic networks today announced its products have received US Department of Agriculture (USDA) Rural Utilities Service (RUS) Rural Development product acceptance. RUS acceptance means that Norscan’s complete portfolio of cable management products will be listed for use in projects funded under the Recovery Broadband Act <http://www.broadbandusa.gov>. Norscan’s cable management system is the first of its kind to be listed with the RUS.

“RUS acceptance means we can offer the same tools that have managed some of the largest networks in the world for nearly 30 years to a new group of customers and help them extend broadband services in new communities,” said Ken Sontag, CEO and co-founder of Norscan.

Recommended for broadband stimulus funding, RUS acceptance is provided through the American Recovery and Reinvestment Act of 2009 (ARRA) and is required for operators requesting federal funds from the USDA Rural Broadband Access Loan program for the purchase and deployment of broadband systems in rural communities. These programs are designed to stimulate rural economies and enhance overall quality of life through initiatives such as distance learning and telemedicine.

Johnathan Adelstein, Administrator, Rural Utilities Service, United States Department of Agriculture stated the allocation of funds would “target areas of greatest need” citing the necessity to “stretch every last dime to maximize economic development in rural areas that currently lack adequate broadband service.”

“Our products help our customers dramatically reduce the cost of their field operations; so RUS borrowers will be able to conserve cash during the construction phase, and benefit long term from lower cost of ownership,” added Mr. Sontag.

In addition to cost savings Norscan’s cable management solutions reduce handling of the physical network. The net result, increased safety to personnel and a corresponding increase in network integrity.



About Norscan

Founded in 1980, Norscan Instruments Ltd. pioneered the development of sheath protection and monitoring equipment for fiber optic networks. The Norscan Cable Management System continues to lead the market in monitoring the mechanical integrity of fiber networks, with products specifically designed to ensure that networks are properly installed, monitored and maintained. The company's extensive patent portfolio includes several monitoring, fault locating, and intrusion detection technologies for securing communications.

Find out more about Norscan at www.norscan.com.

About Rural Development Telecommunications Program

USDA'S Rural Utilities Service provides programs to finance rural America's telecommunications infrastructure. The Broadband Loan program provides loans to fund the costs of constructing, improving and acquiring facilities to provide broadband service to eligible rural communities. The Distance Learning and Telemedicine program brings electronic educational resources to rural schools and improves health care delivery in rural America. The Community Connect Grant program provides financial assistance to eligible applicants that will provide broadband in unserved areas to provide public safety services and foster economic growth.

To learn more, view the USDA Rural Development website at www.usda.gov/rus.

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