



NEWS RELEASE FOR IMMEDIATE RELEASE

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LOFA INDUSTRIES, INC. INTRODUCES A WIRELESS TELEMETRY SYSTEM FOR MOBILE EQUIPMENT UTILIZING CANbus.

*The CANplus™ Messenger Communicates with Electronically Governed Engines
or CANbus Control Platforms.*

ATLANTA, NOVEMBER 15, 2007 - LOFA Industries, Inc., a privately held manufacturer and distributor of quality engine components, introduced their new integrated GSM/GPS wireless cellular phone based telemetry system designed to work seamlessly with electronic engine controllers (ECUs). The CANplus Messenger monitors application specific parameters present on the CANbus, sending current engine readings and GPS location to the LOFA server-based monitoring application. The CANplus Messenger can easily be integrated into any CANbus control system via a simple plug-n-play connection into the existing CANbus. This compact, ruggedized telemetry module can monitor, record, report, and alarm for any requested information that is available on the CANbus. An alternative OEM version is also available for LOFA's CANplus 750 series panels as a plug-n-play module that becomes embedded into the panel's enclosure.

The CANplus Messenger can be used for more than just engine monitoring. It can provide non-engine based machine parameters as well. LOFA offers additional input / output modules that allow for these various machine related parameters to get on to the CANbus and into the Messenger. This communications platform is unbiased, communicating with anyone's unit, regardless of brand, allowing the equipment owner to remotely monitor engine specific parameters, alarm conditions, as well as GPS mapping information. In the event of equipment malfunctions, equipment owners and end users can be quickly notified from the web via computer-generated voice phone messages, text messages and/or email, sent to a list of pre-determined phone numbers and email addresses. Users can easily view any and all remotely monitored assets via the CANplus Messenger, using the web-based GIS application provided by LOFA.

According to Peter Herbrand, President of LOFA, "The CANplus Messenger not only provides a simple, rugged and easy to install solution to monitoring remote commercial and industrial equipment, but allows users to determine when assets have actually been operating or when they are about to fail – even before the operator knows." The unit features exception reporting to internet-based applications as well as event and data logging that can be set for minute-by-minute updates, if desired. Periodic update

transmissions are automatically sent to the web based tracking system for historical reporting and can include service interval notifications when desired limits have been exceeded. The CANplus Messenger can be easily configured remotely from any computer on the World Wide Web via the tracking system interface.

Unlike other systems, this telemetry solution also includes GPS tracking at no additional cost. With GPS tracking, equipment owners can quickly locate their assets by viewing their equipment on an interactive map including street addresses. An alarm notification can be sent to the owner if their equipment movement goes outside the boundaries of predetermined geo-fencing or if the equipment is moved at all without the owner's knowledge.

For more details on the Messenger, please visit LOFA Industries, Inc. at www.LOFA.net.

ABOUT LOFA INDUSTRIES, INC.

LOFA INDUSTRIES, INC., a privately held company based in Atlanta, Georgia, manufactures and markets high quality engine control systems, panels and accessories to the off-highway industrial diesel engine industry. Providing innovative leadership, custom controls and turnkey solutions to the industry are central to LOFA's strategic mission. For more information visit www.LOFA.net

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