



For Immediate Release

Latitude Technologies and SEI Industries set to display the new Air Tanker Information System

Latitude Technologies of Victoria, B.C. is pleased to announce that it will exhibit at the upcoming Helicopter Association International Convention in Houston, Texas from February 21 to the 23rd, 2010. On display will be a full range of products and services offered by Latitude including the new IONode 100 supported by the web-based Air Tanker Information System toolkit and reporting system. The recently announced Latitude teaming with SEI Industries of Delta, B.C. will for the first time, show our new collective product offerings. Sales will be solicited for the Air Tanker Information System/Bambi Bucket drop tracking and data logging product line for the upcoming 2010 fire season. "We are really excited to be at the show this year working with the Bambi Bucket folks" stated Mark Insley, President of Latitude, "We have been developing these products for 2 years now and are ready to take orders for customers interested in the most advanced drop tracking solutions in the world today".

Please visit Latitude Technologies in Booth 2125 and SEI Industries in Booth 4209 during show hours.

About SEI Industries

SEI Industries Ltd. is an industrial fabric products manufacturer specializing in the design, manufacture, marketing and commissioning of structural engineered fabric products and related systems to the aviation, remote site logistics supply, environmental, and firefighting industries. Originating in 1978, SEI operates from a full service 48,000 sq/ft, manufacturing facility located in Delta, British Columbia, Canada. It is Canada's leading producer of specialty fabric-based industrial products for fuel and water storage – 'liquid logistics'. And is the world leader in aerial firefighting with its renowned Bambi Bucket® systems that have become the industry standard in firefighting buckets since 1982. For more information on Bambi Bucket®, visit www.bambibucket.com or call 1-866 43 BAMBI (USA &International) or 1-604-946-3131 (Canada)

About Latitude Technologies

Latitude Technologies Corporation, headquartered in Victoria, British Columbia, is a global supplier of aeronautical voice and data equipment and airtime services. Latitude's family of products includes the smallest, lightest, most versatile and economical to operate 2-way data networking and messaging devices in the world. Our products are supported by the LWS Sentinel™ data reporting, messaging and flight following service. For more information about our communications solutions, visit www.latitudetech.com or call 1-888-966-5599

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