

**For Immediate Release**

## **Latitude Technologies Expands Reseller Network**

Victoria, B.C. – January 6, 2003 – Latitude Technologies has established reseller relationships with two additional distributors - World Communications Center located in Chandler, Arizona and Atlantic Avionics located in Enfield, Nova Scotia. World Communications Center is a worldwide reseller of Iridium satellite communications equipment and services. Atlantic Avionics is Atlantic Canada's full-service dealer for major avionics manufacturers. The two resellers join Northern Airborne Technology of Kelowna, BC as distributors of Latitude's LMC product group, including the SkyNode LMC.

Mark Insley, President and Chief Engineer of Latitude Technologies, made today's announcement. Mr. Insley noted, "Latitude is committed to developing a strong partner network. We are very proud to include World Communications Center and Atlantic Avionics as partners of Latitude Technologies." Mr. Insley added, "Latitude now enjoys North America-wide distribution for LMC products. We look forward to working with our resellers in developing customer-specific mobile data-delivery solutions based on the LMC platform."

Latitude Technologies Corporation is based in Victoria, B.C. Latitude was founded in 2001 by Mark Insley with the mission of developing and marketing TCP-IP based telematics equipment, particularly for the management of risk and location of critical assets. For more information on Latitude Technologies, contact Mark Insley at 250-888-4475 or [mark.insley@latitudetech.com](mailto:mark.insley@latitudetech.com). For more information on today's announcement, contact Mr. Insley or contact Peter Parrish of *The Signal Group* at 604-329-8476. Visit Latitude Technologies online at [www.latitudetech.com](http://www.latitudetech.com).

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