

## PRESS RELEASE

### Noorduyn Norseman announces it is re-branding

Montreal, January 15th 2008 - 75 years ago, a young pioneering Dutch immigrant to Canada named Robert Noorduyn created the Norseman, a sturdy aircraft used over the most hostile terrains of Northern Canada which opened new air corridors to exploration. The Norseman proved to be so rugged and reliable the US military eventually bought most of the aircraft's total lifetime production. Of the 903 Norseman aircraft that were built, a little over 755 models were sold to the US Armed Forces to support wartime activities during the first half of the last century. Noorduyn Norseman, now part of a consolidated group of companies announces it is re-branding to Norduyn. The Norduyn name was kept (although one "o" was dropped for easier pronunciation) to honour Bob Noorduyn's values based on innovation, attention to details and focus on customer satisfaction.



Norduyn Inc. is involved in the design and manufacturing of products for commercial and military aviation as well as road transportation markets. The company is also a distributor of advanced composite material. The Group is headquartered in Montreal, Canada, with a manufacturing facility in China. Mathieu Boivin, the company's President and CEO had this to say about the change: "Over the past couple of years we were successful in putting in place a structure that now enables us to leap forward in our markets. We have integrated our companies into a single entity, enabling significant synergies to occur between our divisions. As we seek new product and service solutions for our clients, we are increasingly focused on developing products and sub-assemblies that incorporate greater technological content". Norduyn will be presenting its new lively at the Hamburg Aircraft Interior's show April 1 to 3<sup>rd</sup> - booth 1F11 (next to Boeing) in Hamburg, Germany.



#### About Norduyn:

Founded in 1933, Norduyn Inc. is a diversified company involved in the design and manufacturing of innovative products for commercial and military aviation as well as road transportation markets. The company is also a distributor of advanced composite material. Norduyn Aviation designs and manufactures galley products for in-flight service as well as specialized products for the aircraft cabin such as stretchers and baby bassinets. Norduyn Aviation also provides customized solutions for the executive aircraft market. The company is renowned for its ability to respond quickly to the needs of its customers with design and manufacturing capabilities in Montreal, Canada and Shanghai, China.



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