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Precidia Technologies Appoints New Business Development Lead

Ken Freedman will drive sales of Precidia IP access products within the US POS market

Ottawa, Canada, Oct. 19, 2004 – Precidia Technologies, a leading provider of Internet Protocol (IP) access devices, today announced that Ken Freedman will steer Precidia's strategic relationships with major US POS industry players.

Mr. Freedman is a recognized expert in POS networking technologies, backed by 15 years of relationship management with key processors and merchant acquirers. Most recently handling retail/distribution partnerships for Verizon Wireless, Mr. Freedman has also helped Apriva launch their POS application to the First Data Merchant Services alliance channel. Prior to Apriva, he played a pivotal role in establishing a strong POS market presence for Motient. Mr. Freedman has written for Transaction World and guest lectured at ETA events.

"We will capitalize on Ken's industry knowledge and proven business development skills to increase market traction for our POS solutions", said Deepak Wanner, president of Precidia. "And with the commercial release of the POSLynx retail router now available, Ken has an exceptional product to meet the critical needs of merchants, ISOs and processors alike."

"I'm happy to be working with Precidia to deliver practical options that enable fast, reliable and secure transactions at minimal cost", said Mr. Freedman. "With a reputation for providing simple, cost-effective IP networking devices for POS and ATMs, Precidia has a solid foundation on which to grow new sales. I intend to increase Precidia's revenues by leveraging their existing relationships and identifying new partnership opportunities for innovative POS solutions.

About Precidia Technologies

Precidia Technologies Inc. is a global leader in the design and manufacture of IP access devices for a wide range of industries, including retail payments and building automation. With customers in over 75 countries, Precidia's unique product line of wired and wireless access devices seamlessly migrate stand-alone serial equipment onto more sophisticated IP networks. For more information, visit Precidia on the Web at www.precidia.com.

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