

Firecomms Offers Photonic Communications Solutions Through New Sales Offices in Key Markets

Cork, Ireland—February 1, 2003 – Pioneering Irish technology firm Firecomms has expanded its sales and marketing reach to three key market areas, the U.S., Japan, and Germany, as part of the company's aggressive expansion plan. Firecomms has contracted with influential business development firms in these strategic locations to sell its novel semiconductor technology that uses light to transport and manipulate data with wide-ranging applications in the automotive, aeronautical, industrial automation, computer interface, multimedia network, and handheld device sectors.

Firecomms has signed contracts with Bemitech of Germany, ArrayTech Sales of Houston, Texas, and Broadband Connections of Yokohama, Japan.

"We have selected highly active sales companies to drive our business in these key markets," says Firecomms CEO Declan O'Mahoney. "Because these companies recognize the huge potential in Firecomms, we have been able to expand our operations to include top sales personnel in key locations."

"The potential for fast growth in sales of Firecomms products makes this a win-win situation for our company," states Lawrence Thorne, CEO of ArrayTech Sales. "With activity in key locations throughout the U.S., we are strongly positioned to support Firecomms' expansion plans."

About Firecomms Ltd.

Firecomms Ltd. is building a significant intellectual property portfolio with light source technology that overcomes existing technical difficulties to allow information to be carried via simple plastic optical fibre (POF) rather than much more expensive, sophisticated and difficult to install glass fibre optic cable. As a result, original equipment manufacturers (OEMs) can use the company's high-speed compound semiconductor light sources for cost-effective solutions in industrial, commercial and personal electronic applications where glass fibre optics would be prohibitively expensive.

The Cork, Ireland based company uses a fabless business model, conducting product development in Ireland in association with the Ireland's national information communications technology (ICT) research centre, NMRC, and outsourcing the manufacturing process to the most competitive, high quality sub-contractors overseas.

About ArrayTech Sales

ArrayTech is a technical sales representation firm focused on bringing together the company's leading edge technology principals with customers in today's demanding electronics marketplace. Founded in 1995 and based in Houston, Texas, ArrayTech maintains a narrow line card, enabling the company to dedicate the required resources to promote mutual success for its principals and customers. The company enhances the competitiveness of its customers by bringing emerging products and technologies to their designs. Additional information can be obtained from *thorne@arraytechsales.com*.

About Bemitech

Bemitech is a highly energetic company based near Heidelberg, Germany. For more than 10 years Bemitech has been providing sales and marketing services to Irish companies that produce custom specific electronic components for markets like photonics, temperature solutions, IC test, PCB boards, and contract manufacturing. Bemitech has extensive experience in targeting key markets and customers opening substantial export markets for its principals. Additional information is available at *www.bemitech.de*.

About Broadband Connections

Broadband Connections extends its clients' sales and marketing reach in Japan by developing and maintaining mutually beneficial business relationships. Clients of Broadband Connections are developers of components and equipment that enable unique features and represent true value to the builders of broadband networks. Products offered by the company on behalf of its clients are used in a variety of networks, including wide area, local area, in-building, home, car, and personal-area networks. Additional information is available at www.broadband-connections.com.

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