

MEDIA RELEASE

Friday, March 22, 2013

HIGH-TECH COMPANY WELCOMED TO THE WINDSOR-ESSEX REGION

Windsor-Essex County, Ontario, Friday, March 22, 2013 – Today, the staff and officials of the WindsorEssex Economic Development Corporation, Mayor Eddie Francis and Essex County Warden, Tom Bain welcomes new company ARADA Systems Inc. to the Windsor-Essex region.

ARADA Systems is a technology company that develops specialized Wi-Fi technology for automotive and enterprise markets. It licenses and provides solutions for the next generation of uses of Wi-Fi. A global leader in the world of technology ARADA Systems has offices in Silicon Valley (San Francisco Bay Area), India, Taiwan and now a presence in Windsor-Essex County.

Joseph Byrne, the Chair of the Board for the WindsorEssex Economic Development Corporation remarked, "This is an exciting day and on behalf of the staff and board of the WindsorEssex Economic Development Corporation (WEEDC) we would like to welcome ARADA Systems to the Windsor-Essex Region. This investment is very important and is another example of the region's diversification efforts and goals in cultivating investors that will bring high-tech jobs to our region."

"I want to welcome ARADA Systems to the Windsor-Essex region. We are thrilled that ARADA Systems has selected Windsor-Essex as its Canadian headquarters and I am especially pleased that this move will bring more high-tech jobs to the region. It is yet another signal that Windsor-Essex is a great place in which to invest, and highlights our ability to attract leading international technology companies to this area. It also continues to build upon the successes we have enjoyed to date to diversify our local economy," said **Mayor Eddie Francis**.

"This is another example of how our region working together helps to attract new investment," said **Warden Tom Bain**. "We recognize that attracting Arada Systems to the region is a win for the whole region. The staff at WEEDC has done an excellent job and we believe that Rakesh and the team will continue to do great things as we work together on the future prosperity for our region."

Praveen Singh, the President and CEO of ARADA Systems stated, "Our team is comprised of several Qualcomm-Atheros engineers who created a new vision for enabling Wi-Fi beyond basic connectivity. We are proud to say that we have seeded over 150 companies world-wide from the smallest of startups to the biggest of companies in the areas of enterprise, outdoor wireless and automotive. I am pleased to say that ARADA's business has been growing year after year and as the wireless and automotive markets begin to converge, ARADA has been looking for a location that offers it an opportunity to grow, be close to its customers and provide an environment where it can offer its employees a high standard of living. We found all of that in Ontario and specifically the supportive business environment with assistance from organizations like WEEDC made Windsor an easy decision. Its close proximity to the United States and the Motor City in particular was very attractive. Our families are now settled here and in excellent schools within a safe community. Our goal is to have about 20 high-paying engineering jobs in software, electrical, electronics and mechanical engineering and as our business expands we expect to grow our R&D center in Windsor to about 50 to 60 jobs. On behalf of my partner **Dominic Paulraj, Vice President Engineering and COO**, we thank you for this outstanding reception to the Windsor-Essex region."

WindsorEssex Economic Development Corporation

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About the WindsorEssex Economic Development Corporation (WEEDC) - The WEEDC is the lead economic development agency proudly representing Windsor-Essex, Ontario. One region with countless opportunities. Canada's fastest growing economy (Conference Board of Canada) and one of the world's Top 7 most intelligent communities (Intelligent Community Forum). Acting as a catalyst and network developer WEEDC works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities.

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