



**Press Release**  
**For Immediate Release**

## **Firecomms Signs Representative Agreements with Sylvester Sales Associates and WaveLink Associates to Expand Business in the U.S.**

**Austin, Texas—November 19, 2007**—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers and Surface Emitting Lasers (VCSELs), today announces that it has signed U.S. representative agreements with Sylvester Sales Associates of New Jersey for the New York Metro area and WaveLink Associates of Florida for the Southeast. Both firms in their respective regions will market and sell Firecomms' full range of plastic fiber optic transceiver (POF) products which are rapidly being adopted by developers of equipment for the consumer electronics, industrial and automotive networks worldwide.

"Firecomms is pleased to welcome the addition of Sylvester Sales Associates and WaveLink Associates to the Firecomms' sales team in the U.S.," says Firecomms' Vice President of Sales and Marketing, the Americas, Lawrence Thorne. "We look forward to working with these firms to leverage their regional business presence to enable our U.S. customers to take advantage of our groundbreaking products."

"The U.S. electronic industry continues to evolve at an incredible pace, with the demand for bandwidth growing exponentially," says Roy K. McCollum, president of Sylvester Sales Associates. "We see the use of POF as a good example of established technology that has yet to reach its full stride, with a substantial unrealized market in the telecom/datacom, point of sale, security, and medical instrumentation markets."

"WaveLink is pleased to be chosen by Firecomms as its sales representatives in the Southeastern United States," says Tom O'Shea, vice president of WaveLink Associates. "We anticipate the market for POF will be greatly enhanced by the offering of Firecomms' products."

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying significant growth in a wide range of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used more easily and at lower cost than copper or glass fiber, POF is now used in millions of small area networks, such as those in use in many car models, and is rapidly gaining ground in home

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network and point-to-point interconnection. The POF market is estimated to be worth over \$1 billion per year by the end of 2008.

**About Firecomms Ltd.**

Firecomms, a compound semiconductor company, develops high-speed light sources in visible range wavelengths. Firecomms' lasers and LEDs provide the groundwork that will revolutionize optical data communications for small area networks, such as in-car networks and home networks. Firecomms' low power visible lasers unleash the potential for advances in medical devices, barcode scanners, and optical storage devices.

The Ireland-based company leverages its ten years of photonics research experience, optical expertise, and extensive IP portfolio to develop cost-effective solutions for applications in which the use of glass fiber optics is prohibitively expensive. Additional information about Firecomms is available at [www.firecomms.com](http://www.firecomms.com).

**About Sylvester Sales Associates**

Sylvester Sales Associates has provided technical sales representation to the Metro New York area electronics industry since 1959. The company specializes in "engineering-oriented" sales and marketing support for technically demanding components. Additional information about the company is available at [www.sylvestersales.com](http://www.sylvestersales.com).

**About WaveLink Associates**

WaveLink Associates is the leading manufacturers' representative organization in the Southeast through strength in both engineering and sales and a passionate focus on customer service and strong relationships. The company and its sales engineers have been recognized numerous times by various principals with awards for their outstanding performance. Wavelink Associates has offices in Atlanta and Orlando. Additional information about the company is available on the company's web site at [www.wavelinkassociates.com](http://www.wavelinkassociates.com).

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**Further Information:**

Rene' Williams

Firecomms Ltd.

Tel. 949.360.7770

[rene@firecomms.com](mailto:rene@firecomms.com)