

-FOR IMMEDIATE RELEASE-

MS Tech Invited to Present at EUREKA Innovation Conference at European Parliament

MS Tech selected to represent Israeli technological and scientific innovation

Ness-Ziona, Israel, July 8, 2010 – MS Tech, a world class designer, manufacturer and innovator of advanced detection sensors, announced today that it has been invited to present at the Israel-EUREKA Chairmanship ceremony and conference on *Promoting A Culture of Innovation* being held at the European Parliament in Brussels on July 13th.

MS Tech will be showcased at the Israel-EUREKA Chairmanship event as an example of Israeli technological and scientific innovation. MS Tech is one of only two Israeli technology companies selected to present at the EUREKA conference. Mr. Meir Shitrit, member of the Israeli parliament and Chairman of the Science & Technology Committee, Dr. Eli Opper, Chief Scientist at the Ministry of Industry Trade & Labor and Mr. Saul Singer, author of the book *Start-up Nation: The Story of Israel's Economic Miracle*, have also been invited to speak at the conference.

MS Tech is currently cooperating with EUREKA through its Eurostars program. EUREKA is Europe's largest R&D framework with 40 member countries and supports R&D projects with rapid access to expertise and funding resources. Israel recently received the Eureka Chairmanship for 2010-2011 and is organizing the: "*Promoting A Culture of Innovation*" Conference through the Israeli Industry Center for R&D (MATIMOP).

"Israel is one of the most active member countries in the EUREKA network contributing significant leadership and innovation to numerous EUREKA projects," said Mr. Israel Shamay, Executive Director at the Israeli Industry Center for R&D and Chairman of the Eureka National Project Coordinators Forum. "MS Tech's scientific advancements reflected in its breakthrough sensor detection technologies demonstrate the same innovation that has propelled many Israeli technology companies in numerous technology sectors to market leadership positions." Mr. Shamay added that thanks to the prominent role of the high-tech sector in Israel, the country became one of the most active participants in the Eureka program and was nominated the Eureka Chair for 2010-2011.

"We are honored to have been invited to present at the EUREKA Conference at the European Parliament as a representative of Israeli innovation and success stories," said Doron Shalom, CEO of MS Tech. "We are currently raising capital investments to commercialize our sensor technologies and integrated detection solutions in the food safety and public health sectors. We are targeting food safety and inspection activities of local and national governments, food manufacturers, distributors and retailers, and eventually consumers."

About MS Tech

MS Tech is a world class developer, manufacturer and innovator of advanced detection sensors. MS Tech's technologies are based on its award winning and patented detection sensors, which

represent a scientific breakthrough in the detection and identification of materials in gas, vapor and liquid phases. MS Tech's innovative sensor technologies are environmental friendly with widespread applications in several market sectors, including bio-medical diagnostics, food safety & product inspection, security & people screening, fire & smoke detection, water & air monitoring and aerospace. MS Tech develops, manufactures and supplies customized detection sensors and integrated solutions to its affiliates companies and other industrial OEM and resellers.

MS Tech invites inquiries about the application of its sensor technologies for the development of new products through strategic and commercial partnerships.

For further details on MS Tech and its advanced sensor technologies please visit the company's website at www.ms-tech.co.il.

About EUREKA

EUREKA is Europe's leading research & development network funding and supporting SMEs and start-up companies. EUREKA has 40 member countries and leads international collaborative technology, research and innovation projects by easing access to support and funding. Through EUREKA, these SMEs are introducing new products, processes and services to market, helping make Europe economically strong and socially sound.

For more information, please visit www.eurekanetwork.org.

About MATIMOP

MATIMOP is a government agency that generates and implements international cooperative industrial R&D programs between Israeli and foreign enterprises. MATIMOP, the executive agency of the Office of the Chief Scientist of the Ministry of Industry, Trade and Labor of Israel (OCS), is the official National Agency for industrial R&D cooperation charged with promoting highly supportive policies to build Israel's industrial infrastructure, and nurturing industrial innovation and entrepreneurship.

For more information, please visit www.matimop.org.il.

For More Information

Tony Miller

Noteya Media

US: +1 (617) 418.3024

IL: +972.544.870.808

tony@noteyamedia.com