



-FOR IMMEDIATE RELEASE-

MS Tech Selected as Finalist for the Prestigious Red Herring 100 Europe 2010 Award

***MS Tech recognized for the scientific advancement
of a breakthrough sensor technologies and integrated detection solutions***

Ness-Ziona, Israel, May 17, 2010 – MS Tech, a world class designer, manufacturer and innovator of advanced detection sensors announced today that it has been named as a Finalist for the Red Herring 2010 Europe Top 100 Award, a prestigious list honoring the year's most promising private technology ventures from the world European business region.

MS Tech develops, manufactures and innovates advanced sensor technologies, products and integrated detection solutions for a wide range of industry sectors, including food safety, bio-medical diagnostics, explosives and contraband detection, air and water monitoring and aerospace. The company's patented sensor technologies are safe, environment friendly and offer highly accurate, real-time monitoring.

"We are delighted to have been selected as a finalist by Red Herring. This recognition of our novel sensor technologies and integrated detection solutions is a great achievement for our team," stated MS Tech's Chief Executive Officer, Doron Shalom. "Companies like Google, eBay and Skype were spotted in their early days by Red Herring and were touted as future market leaders. It is an honor for MS Tech to be included on this prestigious list."

"We are currently raising capital and establishing a world class sensor R&D Center and manufacturing facilities," further explained Shalom. "Our current activities are focused on the food safety and public health sector by taking our sensor technologies and integrated detection solutions into the milk, dairy, smart farming, food and beverages manufacturing industries."

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. MS Tech shows great promise therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Europe award. We know that this year's crop will grow into some amazing companies that are sure to go far."

Finalists for the 2010 edition of the Red Herring 100 Europe award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition and financial health. During the several months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech and clean tech industries sent in their submissions to qualify for the award.



The Finalists are invited to present their winning strategies at the Red Herring Europe Conference in Paris, May 25-27, 2010. The Top 100 winners will be announced at a special awards ceremony on May 27 at the event.

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 Red Herring

Red Herring is a global media company uniting the world's best high-technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's view of the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy.

For more information contact Anam Alpenia at aalpenia@redherring.com or visit www.redherring.com.

For More Information

Tony Miller
Noteya Media
US: +1 (617) 418.3024
IL: +972.544.870.808
tony@noteyamedia.com
www.noteyamedia.com

Anam Alpenia
Red Herring, Inc.
Phone: 650-428-2900
Email: aalpenia@redherring.com