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Press Release #1 - 2011

• Immediate release •

**Norwia is the new name in the broadcast manufacturing market that will bring affordability and industry experience to fill the challenging needs of all customers.**

*“It's a great day for us and the industries' customers with our focus being on providing a superbly engineered product, at a fantastic   
price to the customer,  giving value, as we like to say.” Tracey J W Ford.*

Norway, March 14th, 2011:  We are committed in bringing our first product to market at NAB2011, and will be introducing what we see as popular needed products. A lot of industry research has been done already and this has narrowed our focus and, provided us with a goal to go forward. We are very excited about giving the industry a fresh portfolio of new thinking and we are sure this will be an instant success that will benefit all those who choose our solutions.

Today marks the beginning of a team of industry perfectionist, Lars Erik Eriksen, Baard Nossum, Tore Steen and Tracey Ford heads Norwia in Sandefjord, Norway. The team has use their industry skills to form a product offering that will give, value to the customer while keeping higher control over quality and introducing advanced features into a affordable range of products for the broadcast media market.    
  
This is great news for our customers as they have gone through a torrid financial crisis and have been forced to trim the organizational fat, we have done this from the beginning! And we will endeavor to bring in new business ideas to keep overheads at a minimum while giving fantastic value.    
  
We will send a series of press releases over the next week, so stay tuned!

Next press release March 15th, 2011

**About Norwia:**

Norwia is a Norwegian hi-tech broadcast media equipment manufacturer with a mission to produce products of outstanding value to the market we serve. The company’s employee history is very broad and personnel hold expertise within the industry for many decades for Management, Research and Development, Marketing, Product management and Sales.

We seek to produce green products and believe in placing the customer as number one as we take our industry knowledge and track record of innovation to the market.

Please visit our website [www.norwia.no](http://www.norwia.no)