

For Immediate Release:

Shinano Kenshi Corporation-Plextor LLC (SKC) Signs Agreement with Canadian Based Distributor, The Aroga Group, to Market Plectalk™ Product Line in Canada

Los Angeles, CA – May 27th, 2009 –Shinano Kenshi Corporation-Plextor LLC (SKC) has announced the signing of Canadian-based distributor, The Aroga Group, to an exclusive agreement to help SKC introduce the company's PLEXTALK™ brand digital talking book players (DTBP) to users in Canada (excluding Quebec). While this agreement enables SKC to build brand awareness of PLEXTALK™ products outside the US, distribution of PLEXTALK™ products in Canada also provides a host of benefits to those in Canada who need and use products that are designed and produced with assistive technology in mind.

“This is a very exciting time for the PLEXTALK™ brand and we are very pleased to be working with one of the premier assistive technology retailers and distributors in Canada,” said Deana Valdez, Sales and Marketing Manager (SKC North America).

“It is important for all Canadians to have choices when purchasing any product, but especially so when considering the purchase of assistive technology,” said Bob Vigerut, President of Aroga. “The PLEXTALK™ digital talking book players are globally recognized as leaders of this important technology. We are very pleased to be working with Shinano Kenshi in demonstrating the quality of their PLEXTALK™ products to Canadians.”

About the Companies

Shinano Kenshi Co., Shinano Kenshi Corporation & PLEXTALK™.
Shinano Kenshi Co. Ltd. is responsible for the development and manufacturing of digital talking book players and other products sold under the brand name of PLEXTALK™. Shinano and PLEXTALK™ assistive products are created to improve the quality of life, self-reliance and independence of their users. Shinano Kenshi Corporation is the North American subsidiary of Shinano Kenshi Co., Ltd.

The Aroga Group

Since 1987, The Aroga Group has been serving the needs of Canadians who require assistive technologies. Based in Vancouver, BC and with offices in Edmonton, Montreal and most recently Toronto, Aroga is well positioned to increase the awareness of the PLEXTALK brand digital talking book players.

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