

FOR IMMEDIATE RELEASE:

RuggedCom Expands Sales Organization

New Director of Sales – International, and Director of Sales – USA are appointed.

TORONTO, January 21, 2005 - Strong growth at Concord, Ontario-based RuggedCom, a leading developer of ruggedized networking and communications technology, along with burgeoning demand for recently introduced products, has led to expansion of the company's sales organization. President and CEO Marzio Pozzuoli announced the appointment of two Directors of Sales to drive the company's worldwide sales efforts. Joe Gould and Angelo Rizzo have been promoted to the newly created positions of Director of Sales – USA and Director of Sales – International, respectively.

"RuggedCom has seen considerable growth over the past year. At a time when there are very significant developments and opportunity at RuggedCom it is vital that our customers continue to receive world class sales support," commented Pozzuoli. "Creating these two positions, and appointing seasoned business development professionals like Joe and Angelo, who already have a deep understanding of our market segments, will ensure this."

As Director of Sales – International, Angelo Rizzo will be responsible for managing and building RuggedCom's sales organization and activity in Canada, Latin America, and overseas, targeting utility, industrial automation and Intelligent Transportation Systems market segments. Angelo has been with RuggedCom since shortly after its inception, and has been instrumental in the company's sales success, and channel development which now includes coverage in 50 countries around the world. *"I am thrilled to have been appointed Director of International Sales and am looking forward to helping make sure customers all around the world have easy access to RuggedCom products,"* said Rizzo.

Joe Gould brings over 20 years of industry experience, to his new role as Director of Sales – USA where he is responsible for leading the US sales team, and ensuring continued strong growth across the country. Joe has been with RuggedCom since 2003. During this time, he has made significant contributions to the company's sales efforts, helping to successfully penetrate multiple market sectors and regions. Prior to joining RuggedCom, he held senior positions with companies that included BF Goodrich, 3COM and Foundry Networks. "We have a terrific sales team in the US and I am very pleased to have this opportunity to work even closer with them, and RuggedCom's US-based customers, representatives, and distributors," explained Gould.



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About RuggedCom Inc.:

RuggedCom is a leading developer of high-performance networking and communications equipment capable of operating reliably in harsh industrial environments.

– 30 –

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