

---

Concord, Ontario --(BUSINESS WIRE)—September 2, 2003 - **RUGGEDCOM SECURES \$4 MILLION SERIES A FUNDING ROUND.**

RuggedCom Inc., a developer and manufacturer of industrially hardened networking technology such as Ethernet Switches, Routers and Gateways specifically designed to operate reliably in electric utility substations and other electrically and environmentally harsh environments, announced today the completion of its first round of venture capital financing. OPG Ventures Inc., the venture capital subsidiary of Ontario Power Generation, was the lead investor. The round also included investments by EPCOR Utilities Inc., one of Canada's top providers of energy and energy-related services and products, and E2 Venture Fund, a Toronto-based Labour Sponsored Investment Fund (LSIF) focused on the alternative energy and efficiency sectors.

Established in early 2001, RuggedCom has experienced accelerated growth bringing to market three major new product families and establishing a customer base which includes the likes of General Electric, Siemens, American Electric Power, TVA, BC Hydro, KEPCO, NGC and TERN to name but a few of the electric power utility related customers. More recently RuggedCom's technology has found new applications in the transportation and military sectors where the company's patent pending "Zero-Packet-Loss™" technology is seen as essential for networks used in real-time mission critical applications. The company, which was the classic "started in the basement with one guy" operation, has quickly grown to over 30 employees most of whom have come from the ranks of major brand name corporations attracted by the company's vision and the passion and commitment of the people.

"Securing venture capital financing from quality investors post tech bubble and during a challenging economy is a strong validation of our management team, our technology and our business model," said Marzio Pozzuoli Founder, President and CEO of RuggedCom. "This investment enables us to focus all of our energies on our customers, providing them with innovative technology solutions and great customer service."

"This start-up company has experienced exceptional growth since it was launched and has attracted the attention of some major North American and European electric utility customers," said Scott MacDonald, Investment Manager of OPG Ventures Inc. "Our decision to lead this round of financing demonstrates our confidence in this experienced management team, proven technology and strong financial backing. We see great potential for RuggedCom to accelerate its success."

"As a strategic investor, an investment in RuggedCom supports our strategy of operational excellence through increased reliability," said Whitney Rockley, Director Corporate Venture Capital of EPCOR Utilities Inc. "It also gives us a window on emerging markets and technologies related to substation, distribution, and remote plant automation – areas that are instrumental to EPCOR's continued leadership, growth and competitiveness. We are excited about helping RuggedCom grow and expand its leading product offering to the utility sector."

"RuggedCom's sophisticated list of Ethernet products are positioned to become a material part of any current utility management solution. At Leap, where we invest strictly in energy and efficiency opportunities, we believe that efficient deregulated utility markets hinge on dependable connectivity and automation," said Bill Tharp, CEO of The Quantum Leap Company Limited and manager of E2 Venture Fund Inc. "Within the last 18 months we have reviewed over 200



investment opportunities in Ontario, alone. RuggedCom genuinely stands out and is an excellent financial and strategic addition to our portfolio.”

With this round of funding, the RuggedCom Board of Directors has expanded and now includes Dr. Harry Zarek, President & CEO of Compugen Inc., Scott MacDonald, Investment Manager, OPG Ventures Inc., Guy Bridgeman, Senior Vice President and Director, Operations, Substations and SCADA, EPCOR Distribution and Transmission and Bill Tharp, CEO of The Quantum Leap Company Limited.

For more information, visit [www.ruggedcom.com](http://www.ruggedcom.com)

#### **About OPG Ventures Inc.**

OPG Ventures provides equity capital to entrepreneurial companies developing new power generation technologies or unique energy-related technologies. OPG Ventures, as a strategic investor, combines in-house financial and power industry expertise with the considerable resources, technical expertise and market relationships of its parent, Ontario Power Generation Inc., a major North American power generator and energy wholesaler. More information is available at [www.opgventures.com](http://www.opgventures.com).

#### **About EPCOR Utilities Inc.**

EPCOR Utilities Inc. is one of Canada's top providers of energy and energy-related services and products. Drawing on over 100 years of experience, EPCOR owns and operates power plants, electrical transmission and distribution networks, builds and operates water and wastewater treatment facilities and infrastructure and provides power and water solutions to customers in Alberta, British Columbia, Ontario and the U.S. Pacific Northwest. With \$4.5 billion in assets, EPCOR is headquartered in Edmonton, Alberta. More information is available at [www.epcor.ca](http://www.epcor.ca)

#### **About The Quantum Leap Company Limited (“Leap”)**

Leap is a diversified management company working as partner, advisor, and shareholder with the mandate of building value in energy and efficiency. Leap advises and manages sector specific funds, such as E2 Venture Fund Inc. Leap is headquartered in Toronto, Ontario and leverages partnerships around the globe. More information is available at [www.quantumleapco.com](http://www.quantumleapco.com)

#### **For further information please contact:**

Marzio Pozzuoli – President & CEO  
RuggedCom Inc.  
905-760-7799 ext. 224  
<mailto:marzio@ruggedcom.com>