



NEWS RELEASE

Contact:
Bill Johnston, tel. 913.262.2131
bjohnston@quantumcreative.com

For Release at AEA

Mid-Canada Mod Center Named TrueNorth Dealer of the Year for 2009

Ottawa, Canada (April 7, 2010) — TrueNorth Avionics, Inc., has announced that Mid-Canada Mod Center, Mississauga, Ontario, has been named its 2009 Dealer of the Year. Representing TrueNorth's Simphonē (pronounced 'symphony') and Simphonē OpenCabin product lines, Mid-Canada Mod Center has set records for individual and program sales, and was recently responsible for certifying the first Simphonē Global Broadband System.

"We're both pleased and impressed with the efforts that Mid-Canada Mod Center made on behalf of TrueNorth in the past year, and we look forward to helping them continue their success in 2010," said Mark van Berkel, TrueNorth's president. "Bill Arseneault and his team truly understand how to solve the problems many operators have with outdated airborne phone technology, and they've worked closely with us to maintain our record of 100% customer satisfaction," he added.

"On behalf of our company and clients, I thank TrueNorth for this honor. We are looking forward to even greater success in the future with their excellent products," said Bill Arseneault, VP of Mid-Canada Mod Center. "One of the reasons that TrueNorth systems have been so successful with us is the confidence that we have in the product. We recommend them knowing that our customers will be so happy with their communications systems — and our team will be working once again with a product that has shown itself

More...

TrueNorth Names Mid-Canada Mod Center as Dealer of the Year, p. 2/2

to be truly one of the most straightforward and as-advertised mods we handle,” he added.

About Mid-Canada Mod Center: Mid-Canada Mod Center (MC2) is a leader in airborne communications, especially Satcom system installation/certification for a large variety of corporate and commercial aircraft. Over the years, MC2 has worked with just about every form of Satcom on the market and has brought more STCs to market for this technology than any other Canadian avionics support provider. Other areas of focus for MC2 include cabin entertainment systems and cockpit redesign/modernization - including WAAS FMS, TCAS, EGPWS, TAWS, RVSM and EFB applications. You may find them on the web at www.midcanadamod.com.

About TrueNorth: Headquartered in Ontario, Canada, with U.S. offices in New Jersey and the Kansas City area and distributor support in Dallas, TX, TrueNorth Avionics, Inc., is a world-class technology company that develops integrated communications solutions for business aviation. Its revolutionary Simphonē OpenCabin™ system features all-digital hardware and enterprise-level business software, and offers an unlimited service life and upgrades via a suite of user-specified ‘apps’. Learn more at www.truenorthavionics.com.

###