

Press Release

Embargo: 1st July 2007

Agilent Technologies Appoints TRIO Smartcal as Distributor for Eastern States of Australia

TRIO Smartcal is pleased to announce its new role as the distributor for Agilent Technologies for QLD, NSW, ACT, VIC and TAS. Also covered will be defence accounts in SA. TRIO Smartcal will sell Agilent's "Basic Instrument" range of general purpose test & measurement products.

Agilent Technologies is the worldwide leader in the test equipment market and the appointment of TRIO Smartcal as a distributor is part of Agilent's strategy to get closer to its increasing customer base. Agilent's existing Australian sales and marketing operations remained unchanged. TRIO Smartcal will provide extended regional face-to-face customer contact, increased marketing and local stocking of faster turn-over items such as oscilloscopes and multimeters. The sales of the Agilent basic instruments will transition from Agilent direct sales to TRIO Smartcal from 1st July 2007. Moving the sales of basic instruments to a channel partner permits Agilent's own direct sales force to spend more time on more complex products in their key customers.

TRIO Smartcal is one of Australia's premier test equipment distributors with offices and sales staff across the Eastern and Southern states. Its focus is on providing a high quality sales channel to complement its suppliers operations. With Agilent's own direct sales force and TRIO Smartcal's sales force operation as a team, customers will have better access to Agilent's products in the allocated areas. In fact TRIO Smartcal's involvement in the Agilent sales channel will give Agilent three times the number of customer-facing sales and support staff available to support its customer base.

Agilent Technologies has its service, calibration and support operations in Melbourne. TRIO Smartcal will also offer Agilent's extended warranties to its customers.

Alan Brown, general manager of Agilent Test and Measurement sales in Australia and Charles Holtom, managing director of TRIO Smartcal jointly stated that this is a positive forward step for both companies, and more importantly for the Australian test and measurement customer. This new distributorship is different to other companies' distributorships in which a distributor tends to replace a manufacturer's operations. In the case of the Agilent & TRIO Smartcal relationship, it is a case of a true partnership where each company strengthens the others operations to the end-user's benefit.

For more information, please contact:

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