

# **Genics Inc. Secures Exacter Utility Reliability Technology Alliance for All of Canada**

Release: Immediately

(Columbus, Ohio USA/Acheson, Alberta Canada) — Exacter, Inc., patent-holder and provider of outage-avoidance predictive technology for electric utilities announced today that it has awarded an exclusive sales, marketing, and distribution agreement for Canada to Genics Inc. of Acheson, Alberta.

Genics is a leading provider of pole maintenance products, inspection services, and asset management to the utility industry in Canada and a number of other countries. “When we began researching Exacter’s technology and the service they provide to American utilities, we recognized that our clients across Canada would benefit from the value of combining our two companies’ capabilities,” states Wesley Wall, CEO of Genics Inc. “Having this technology alliance in place today is great for Genics, and great for the reliability of Canada’s electrical distribution system.”

Exacter also believes the partnership with Genics is a great fit. “Genics is very service-oriented, and they have strong relationships with all of the Canadian utilities,” states Larry Anderson, VP of International Business for Exacter. “We have some customers in Canada, but we believe Genics will be able to provide stronger, hands-on service to customers. Genics will help utilities to fully apply the Exacter information effectively to improve overhead distribution reliability.”

The additional ability to provide “health assessments” of pole assets is a great value to electrical utilities. “Until today, our asset management was an incomplete service because it did not cover the electrical components,”

continues Wall. "Now we offer complete pole-to-ground asset management...a full picture of a utility's overhead assets."

"Canadian utilities are progressive," notes Geoffrey Bibo, Vice President of Exacter. "They will be very interested in the information Exacter provides — especially when they find out the information has proven to be 100% accurate in applications at more than 100 utilities across North America."

Genics Inc. is the fourth international company to be awarded an Exacter alliance sales and service agreement. Exacter is currently in negotiations with several similar in-country service organizations in Mexico, Asia, Europe, and the Pacific Rim. "We have patent-pending status in the top 55 industrial nations around the world, and over the next two years expect to have alliance partners in many of the key utility markets," concludes Anderson.

**For More Information**

Larry Anderson

Vice President of International Business

Exacter, Inc.

[landerson@exacterinc.com](mailto:landerson@exacterinc.com)

[www.exacterinc.com](http://www.exacterinc.com)

614-880-9320