

Your Power Solutions Partner

FROST & SULLIVAN RECOGNIZES THE ALPHA GROUP FOR INNOVATION IN COMPETITIVE STRATEGY

Vancouver, BC. September 12, 2011 – The Alpha Group has recently been recognized by well-known international consulting and market research firm, Frost & Sullivan, for one of its highly coveted Best Practices awards.

On September 11th, representatives of The Alpha Group proudly accepted the 2011 “North American DC Power Systems Competitive Strategy Innovation Award” at a gala celebration in San Jose, California.

Frost & Sullivan used the following criteria to benchmark The Alpha Group’s performance against key competitors:

- Uniqueness of strategy
- Improved market position
- Leveraging competitive intelligence

This is Alpha’s second consecutive year to receive such prestigious recognition from Frost & Sullivan, building on its earlier success of having been awarded the “North American Industrial UPS Product Strategy of the Year Award” in 2010.

“Both these awards confirm the leadership position that Alpha has achieved in a highly competitive market,” says Dave Boroevich, Vice President of Marketing at Alpha. “They serve as a validation of our strategy of understanding our customers’ unique powering challenges and developing innovative and reliable power solutions that address them.”

The Alpha Group is a global alliance of companies that share a common philosophy – to create world class powering solutions for communication, commercial, industrial and renewable energy markets. The Alpha Group members include Alpha Technologies Ltd., Alpha Technologies Inc., Alpha Technologies Europe Ltd., Alpha Industrial Power, Alpha Energy, Mitra Innovations S.A., OutBack Power Technologies, Altair Advanced Industries Inc. and CopperVale. For more information on The Alpha Group, visit www.alpha.com.

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