

Your Power Solutions Partner

THE ALPHA GROUP RECEIVES FROST & SULLIVAN'S 2014 NORTH AMERICAN DC POWER SYSTEMS COMPETITIVE STRATEGY LEADERSHIP AWARD

Vancouver, BC. April 4, 2014 – The Alpha Group, a global alliance of companies that develop AC, DC and renewable powering solutions for communications markets, is proud to announce it has been named as the recipient of Frost & Sullivan's (F&S) **2014 North American DC Power Systems Competitive Strategy Leadership Award**.

This award provides an in-depth look at a company's ability to withstand and rise above the rest of the competition. F&S analysts concluded The Alpha Group excelled in the areas of competitive intelligence, execution of competitive strategy through increased market share, competitive brand positioning, and realization of clear customer value.

Anu Elizabeth Cherian, Senior Industry Analyst (Energy and Power Systems, Frost & Sullivan), remarked; "The Alpha Group has carved a niche in the Telecom and Cable DC power market and the company's success, in the midst of a weak economy and stiff competition, is testament to its competitive and strategic edge in the North American market. The Alpha Group has once again proven that a clear vision combined with a well-crafted strategy has resulted in higher customer penetration in a mature DC power systems market."

Mark W. Schnarr, President and CEO of Alpha Technologies Ltd. (the center of excellence for DC power in The Alpha Group) commented, "It is with great pride we accept this honor as it is the 4th Frost & Sullivan Best Practice award Alpha has received since 2010. Coming right on the heels of accepting the F&S **2013 Global Back-Up Power Solutions Entrepreneurial Company of the Year Award**, it provides strong validation that our strategy and leadership team are taking the necessary steps to differentiate our DC Solutions portfolio in a highly competitive market. We are elated that a highly respected industry observer such as Frost is taking note of our steady traction."

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 GmbH., Alpha Technologies Europe Ltd., Alpha Industrial Power, Alpha Energy, Alpha Technologies S.A., Alpha Innovations Brazil, Alpha Mexico Network Power, Alpha Technologies Turkey Enerji Ltd. Sti., OutBack Power Technologies, Altair Advanced Industries Inc. and CopperVale.

For more information on The Alpha Group, visit www.alpha.com.

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents.

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