

Your Power Solutions Partner

MITRA INNOVATIONS S.A. BECOMES ALPHA TECHNOLOGIES S.A.

Wavre, January 16, 2012 – Effective January 1, 2012, Belgium-based power solutions manufacturer Mitra Innovations S.A. has changed its name to Alpha Technologies S.A. Mitra, one of Europe's pioneering innovators in power conversion technologies, joined The Alpha Group in 2010. The change of name signals the next step in the integration of the Company within the world wide Alliance. It brings significant benefits for the various stakeholders.

Fred Kaiser, Chairman of The Alpha Group, said:

"We have been very pleased with Mitra's progress and fit since the acquisition. Becoming part of The Group has opened up new channels and markets for Mitra's quality products and also provided Mitra's customers with unbridled access to The Alpha Group's extensive product portfolio. By adopting the Alpha branding we are making it easier for the market to recognize and do business with our Alpha family."

"We are very happy with the further integration of Alpha Technologies SA into The Alpha Group," comments Sandy Anderson, Mitra's CEO. "For our customers, the change of name underlines the Alpha Group's commitment to provide our products and services globally over the long term."

"Today we are privileged to supply products to and service a large portfolio of international customers. Our change of name emphasises that they are trading with a member of The Alpha Group, a global alliance of companies recognised for their leadership in technology and customer service. It reinforces the understanding that those customers have access to the entire portfolio of products and services of The Group through a single point of contact and gives them increased confidence in the support and strength of their supplier."

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Note for the editors:

The Alpha Group represents a global alliance of independent companies that share a common philosophy, to create world-class powering solutions for communication, commercial, industrial and renewable energy markets. Members of the Alpha Group include Alpha Technologies Inc., Alpha Technologies Ltd., Alpha Technologies S.A., AlphaTec Ltd., Altair Advanced Industries Inc., Alpha Energy, OutBack Technologies, Alpha Industrial Power and Alpha Technical Services. For more information on The Alpha Group, visit www.alpha.com

Mitra Innovations is a pioneer in the field of power technology. The company designs, develops and manufactures highly reliable standard and custom power conversion solutions, remote monitoring modules and highly reliable integrated power conversion systems. For more information on Mitra Innovations S.A. visit: www.mitra-innovations.com