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ELSAG ANNOUNCES SOUTHEAST DISTRIBUTOR

Madden & Associates Represents MPH-900® and Related ALPR Technologies

Brewster, NY, August 29, 2011- [ELSAG North America](#), developer of highly advanced Automatic License Plate recognition (ALPR) technology, is proud to announce a partnership with Georgia-based [Thomas J. Madden & Associates](#) for the distribution and service of its USA-made ALPR systems and related technologies.

The demand for ELSAG's flagship ALPR system, the [Mobile Plate Hunter-900®](#) (MPH-900®), has grown exponentially in the past three years. Now deployed in all fifty states, the MPH-900 boasts a 99% accuracy rate for license plate reading, making it a preferred choice across local, state and federal law enforcement agencies. "Madden has decades of experience working with law enforcement and has excellent relationships with many of our current and prospective clients," said Mark Windover, President and CEO of ELSAG. "We're looking forward to a productive partnership with them." Madden & Associates will handle sales and service in NC, SC, AL, GA, MS, and TN.

Law enforcement works around the clock, therefore so does ELSAG. Its service team is stringently committed to customer service, upholding a policy whereby clients are guaranteed to speak to an associate live, regardless of the time they call, day or night. This high standard is supplemented by online technical support. "Our customers are eternally priority number one," said Windover. "Madden is well-suited to help reinforce that value."

The ELSAG MPH-900 is the most accurate automatic license plate reader technology available. Able to scan up to 1,800 license plates per minute, the MPH-900 arms law enforcement with real time and post-action data to increase the day-to-day productivity and safety of officers across North America and to assist with a variety of public safety and security missions. "It's exciting technology," said Derek Smith, General Manager of Madden & Associates, "and working with ELSAG is a perfect fit for us. We have many long-standing relationships with clients who lead their industry with cutting edge products and solutions."

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Madden & Associates will not only represent the MPH-900®, but the entire family of ALPR products including mobile and fixed systems, data management and dispatch software and will be able to assist clients with solutions based on license plate reading technologies, including covert options.

About ELSAG North America

ELSAG North America is a Finmeccanica company, a global leader in defense and security solutions, and is dedicated to providing proprietary advanced Automatic License Plate Recognition (ALPR) and other innovative imaging technology to North American law enforcement agencies. ELSAG North America leads the market with its Mobile Plate Hunter-900®, the most advanced, most accurate license plate reader technology available. ELSAG North America is headquartered in Brewster, NY. For more information about the company and its exciting technology portfolio, visit www.ELSAG.com.

About Madden & Associates

For over 25 years Thomas J. Madden and Associates, Inc. has represented companies that are leaders in the design and manufacturing of products for police, fire, ambulance, funeral, Department of Transportation and towing professionals. Utilizing the latest cutting edge technology, Madden and Associates provides an array of products and technological services designed exclusively for maximum warning protection. Madden & Associates is headquartered in Braselton, GA. For more information about the company and its services, visit www.tjmadden.com.