

For Immediate Release

Tiercel Technology Corp. acquires assets of SnowBear™ Ltd.

June 22, 2012

Princeton, Ontario. Tiercel Technology Corp. today announced that it has completed the purchase of certain assets of SnowBear Ltd™, previously of Guelph Ontario. The acquired assets include the SnowBear™ name, patents, trademarks and engineering drawings of the Snowplow division of SnowBear™ Ltd.

“We are pleased to announce the purchase of these assets of SnowBear™” said Bruce Seeley, President and CEO of Tiercel Technology Corp. “This purchase will allow SnowBear plow products to continue to be a Canadian success story as the number one brand in personal snow plows and will strengthen Tiercel’s portfolio of high quality company brands”.

“Tiercel Technology has been contract manufacturing plows and accessories for SnowBear in Princeton for the past year. The acquisition will create several new jobs for the Princeton, Ontario facility of Tiercel with production ramping as early as July this year. The acquisition keeps jobs in Ontario, which is critical to the continued revitalization of Ontario’s manufacturing sector”.

About SnowBear™ Plows Inc.

SnowBear™ Plows Inc. is the leading brand and manufacturer in personal snowplows, mounts and snow clearing accessories to the North American retail market. SnowBear Plows™ are used across many vehicles including trucks, All Terrain Vehicles ATV and Utility Terrain Vehicles UTV.

About Tiercel Technology Corp.

Tiercel Technology is the corporate entity of several manufacturing companies in Southern Ontario and the United States, including John G. Wilson Machine Limited, Automated Assembly Inc., Second Wind Air Purifier Inc. and SnowBear Plows Inc. Tiercel Technology has broad contract manufacturing experience and manufactures across many industries from retail, transportation and packaging equipment to pharmaceutical, medical imaging, robotics and automation.

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