

3S PHOTONICS Group announces a strategic partnership with Boreal Communications to reinforce its presence in South America

Paris, May 9, 2011 – 3S PHOTONICS Group, leading provider of innovative optical products and solutions for Lasers, Sensing & Telecom markets, today announced that Boreal Communications will serve as the company's sales representative in South America and more specifically for the Brazilian market. Boreal will provide sales and support services, enabling continued distribution of 3S PHOTONICS products in this region.

This agreement illustrates 3S PHOTONICS' ambition to pursue its international expansion and will contribute to the group's growth objective to reach a 100 million dollar turnover by the end of 2012. By working together with Boreal, 3S PHOTONICS both enlarges its distribution channel in South America and better serves the customer base in that specific area, participating in the rapidly growing markets of South America.

"We are pleased to sign this agreement with Boreal Communications. This partnership will allow us to enlarge our distribution channel in South America and better serve the customers. It represents a new step on the path to fulfilling our ambition to strengthen our international position and our global growth", comments Alexandre Krivine, President & CEO of the 3S PHOTONICS Group.

"We are proud to announce to our customers that we now integrate the products and solutions developed by the 3S PHOTONICS Group into our portfolio. The group's name is a guarantee of quality and reliability for our team and our customers." declares Luiz Duque, Founder of Boreal. "Through this partnership we will offer real added value to our South American customers."

About 3S PHOTONICS Group

3S PHOTONICS group is a leading provider of innovative optical products and solutions for Lasers, Sensing & Telecom markets.

Created in February 2010 by the acquisition of Avensys Inc. shares, including both Avensys Tech and Avensys Solutions divisions, and its participation in ITF Laboratories (ITF Labs), 3S PHOTONICS group combines leading-edge optoelectronic & fiber-based technologies and environmental knowledge.

Along with Avensys Tech & ITF Labs, 3SPHOTONICS designs, manufactures, and markets high reliability active & passive optical components and modules for the telecom, sensing & laser markets. It also spearheads the development of ultra-reliable fiber-optic systems including high-power fused components, optical sensors and fiber laser components.

Through its Avensys Solutions division, 3S PHOTONICS also provides instrumentation and integrated solutions for process and environmental monitoring systems.

Together, 3S PHOTONICS and Avensys Inc. combine their global sales and marketing channels to leverage each company's strength in their respective key accounts enabling the companies to provide expanded world-class service and products to customers.

www.3Sphotonicsgroup.com

About Boreal Communications

Boreal Communications was founded in 1997 in California-USA, with offices strategically located in Campinas and São José dos Campos, in the state of São Paulo - Brazil. It started its activities by offering services such as Purchasing, Marketing, Consulting and Sales for companies in San Francisco Bay Area, California - USA.

Since then, Boreal has established a strong infrastructure of technical sales in Brazil to serve the market of the Telecommunications Infrastructure and services components, equipment and software for all Latin America. Due to the strong technical background of the founder and his associates and over 15 years of experience in Marketing and International Sales, Boreal is an effective vehicle for Business Intelligence and Business Development in Telecommunications.

<http://www.borealtec.com.br/>

Press Contacts

Contact 3S PHOTONICS

Cohn&Wolfe

Laure Bilhère / Cyndie Medeiros

T.: +33.1.49.70.43.78 / +33.1.49.70.43.35

Laure.bilhere@cohnwolfe.com / cyndie.medeiros@cohnwolfe.com