

NEWS RELEASE

GARY SCITTHELM AGREES TO PURCHASE REMAINING SHARES OF SIMO CORPORATION

CALGARY, ALBERTA November 22, 2011 – SIMO Corporation (SIMO) based in Calgary, Alberta, Canada today announces that Gary Scitthelm has agreed to purchase the remaining shares of SIMO Corporation. Gary Scitthelm is looking forward to continuing in the role of President and driving the growth and potential of SIMO.

SIMO's year-end was September 30 and they are proud to announce that the last two years has seen a combined growth rate of 60% in sales volume. This increase in sales along with improved productivity has translated into a stronger SIMO. "We are proud of our team here at SIMO to have delivered this kind of performance in today's difficult market. Innovative effort is attributed to the creation of new products while improving performance and reducing waste. The dedication and commitment of the SIMO team is a major factor in the decision to purchase the remaining shares of SIMO" said Scitthelm.

Recent product launches include three new integrated technology products:

- IMT- Interactive Meeting Technology for dedicated meeting rooms with touch screen, electronic white boarding as well as video conferencing and control options.
- IMX - Interactive Meeting Xchange as a technology hub for small groups anywhere in the office.
- IMB - Interactive Meeting Solutions for incredibly high tech rooms combining features from the IMT and IMX.

Two new casegood lines:

- STORM casegoods combine laminate and wood in response to varied budgets, while still providing the highest level of design.
- EVO wood casegoods continue to win significant market share for the company.

SIMO's seating line has also been expanded to include contemporary products such as the Edge seating line.

Simo has expanded its sales force to include 28 sales representatives across North America and will continue to add more territories. As well, SIMO has doubled the number of dealers in the past two years which is raising SIMO's presence in the market place.

"As SIMO celebrates its 40th year of operation, we are poised for significant growth. We are accelerating our strategic direction by focusing on the two most productive areas of the workplace, private offices to concentrate and dynamic places to collaborate. SIMO is empowering dealers to embrace the market with new product platforms that are opening doors as well as increasing their profit potential", says Scitthelm. Scitthelm's personal passion of "Eliminating Waste" in every area of the business has led to significant improvement in driving success across SIMO.

SIMO Corporation www.simocorp.com designs and manufactures commercial office furnishings and integrated technology products for collaborative spaces in their state of the art facilities in Calgary, Alberta, Canada.

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