



News Release

RE: Automation Direct opens WA facility

Mudgeeraba Qld..... As of the 25th of November 2005, Automation Direct Pty Ltd have opened an office in West Australia. This is due to the rapid growth of our PLC and Industrial control products.

Industrial Automation who have served our products in the past, will no longer be our VAR in West Australia and they will now be focussing on agricultural and horticultural engineered products.

Some sales staff previously employed by Industrial Automation will continue to assist our customers in Western Australia thereby providing a continuation of customer relations over the changeover period.

For Sales and Product Support our toll free number (1800-6330405) allows our customers and Automation Direct staff around the country to be available with the various time zones that exist in Australia.

Automation Direct is a direct seller of automation and industrial control products such as PLCs, sensors, pushbuttons, AC drives, Motion Controls, Fibre Optic communication, operator interfaces, and much more.

Automation Direct Pty Ltd is a privately held Australian company serving the Asia Pacific region and has an alliance with AutomationDirect.com in the USA which is a subsidiary of Koyo Electronics (part of the multi-billion dollar Koyo Seiko group of companies).

Please feel free to visit our website www.automationdirect.com.au for all our products, support and pricing.