



## MEDIA RELEASE

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### **SHOT marks diversification milestone**

*-- Logo change reflects success with effort to diversify beyond NASA work --*

**GREENVILLE, Ind. (July 1, 2004)** – SHOT, an advanced engineering company with a long history of developing equipment for NASA spaceflights, has changed its logo for the first time in the company’s 16-year history. The new logo reflects its success with efforts to diversify its customer base. Most new business last year was non-NASA related.

“Our first logo included the depiction of a space shuttle,” said SHOT President and CEO Mark S. Deuser. “The central elements of the new logo are a series of circles that hint at our space connection, but also can be interpreted as an atom or mechanical gears.”

“The new logo more accurately represents a company that still deeply values its NASA customer, but also now accepts challenging engineering and product development projects for commercial companies like [ASAP Automation](#),” added Deuser. “I think it’s what you’d expect from an advanced engineering company.”

Besides the pick-to-display inventory management system SHOT developed for ASAP Automation, the company also is at work on so-called smart battery chargers for the United States Army’s Future Soldier program, as well as life sciences research devices for the National Institutes of Health and the National Science Foundation.

“We expect the pace toward a more diverse customer base will quicken this year as more people better understand that we’re not exclusively a developer of spaceflight products. Our new logo is an important part of the effort to change that perception,” said Deuser.

SHOT also is developing its own line of Earth-based life sciences research devices derived from technologies it first created for NASA. Beta testing on its products for biochemical separations and cell culturing already has begun in select laboratories.

Founded in 1988, privately-held SHOT employs more than 40 engineers and scientists at its 22,000 square foot Greenville, Ind., headquarters. For more information, visit [www.SHOT.com](http://www.SHOT.com).

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