



MEDIA RELEASE

Contact: Rich Boling
(812) 923-9591 x246

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SHOT changes name to Techshot

GREENVILLE, Ind. (July 26, 2007) – After nearly two decades doing business as Space Hardware Optimization Technology, Inc., the Floyd County high tech engineering and product development company has changed its name to Techshot, Inc. The change is part of a rebranding effort aimed at winning more commercial contracts.

“During our first 13 years, we worked exclusively for NASA developing new technologies,” said Techshot President and CEO Mark Deuser. “And while we continue to conduct research and development for the space agency, we’ve also added many other government and commercial customers during the past six years.” Out of nearly 20 current Techshot projects, two are related to spaceflight.

Techshot Business Development Director Lara Rink believes the old name hindered sales to companies. “Some of our commercial customers have said they had known about us for some time, but thought we were exclusively a NASA contractor. I don’t think they were alone in that misperception,” said Rink, who also is a chemical engineer.

“I believe the name sometimes did keep us from getting that initial chance to prove ourselves,” added Deuser. “But we’re very successful at retaining customers. Once they try us they like us. I hope this change will lead to more companies giving us a shot.”

From product design to production, Techshot provides comprehensive engineering and scientific solutions to solve problems faced by a broad spectrum of industries. With 30 full-time engineers, scientists and technicians, including a Ph.D. biophysicist and a medical doctor, the company specializes in providing a multidisciplinary approach to design challenges. It serves several government agencies, universities and commercial companies such as Procter & Gamble, Fire King Security Group, the Coca-Cola Company and ASAP Automation.

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