



PRESS RELEASE
For immediate release

Nuera sponsors two participants to the “Rallye Aïcha des Gazelles”!



Laval, March 13, 2009. Valérie St-André and Karine Ouellet will be at the starting line on March 18 at the Rallye Aïcha des Gazelles, an outstanding automobile event that takes place in the Moroccan desert. Nuera is proud to sponsor these two bold and determined women in this challenge uniting nearly a hundred teams of women internationally.

These adventurous individuals, named Gazelles, participate in the 19th run combining sport and adventure. Equipped with maps, the tandems must rely on their knowledge of the land and their sense of orientation because this race is done without the use of a GPS.

“We are two girls who thrive on big thrills. We enjoy taking on challenges. Because of our perseverant nature, we want to push our limits further”, explains Karine Ouellet. Fully aware of the expectations of this race, Valérie St-André will be the navigator. She knows that she can count on Karine’s talent to drive through never ending dunes.

“We believe that perseverance, mutual cooperation and courage are essential ingredients to participate in such an event. Valérie and Karine are model racers and we wanted to associate ourselves with their adventure, since they share the same values of performance and people as Nuera”, declares Pierre Normandin, Nuera’s President and Chef Executive officer.

All of Nuera’s employees and customers, whether they are in France, in Czech Republic, in Sweden, in Germany, in Canada or anywhere else in the world, will be able to send encouraging messages to these Gazelles on the Web site www.rallyeaichadesgazelles.com. Nuera also invites people to support Valérie and Karine’s team by joining the ranks of the Nuera Gazelles Group on Facebook.

About Nuera:

Nuera is an innovative, performance-driven, future-focused company. Thanks to the genuine commitment of its people, it boasts thousands of satisfied customers. Nuera is innovative via three different business units in three distinct markets. Performance-driven, as it shares one unique culture: the success of its customers and the radical thinking of its personnel. And future-focused, because it has stimulating, inspiring and ambitious plans to grow and expand.

Central vacuum systems, products and services for conveyors and the distribution of trailer parts... Each of Nuera's business units is renowned throughout the world for the unparalleled quality of its products and the sheer excellence of its service. Above all, each business unit is known for the experience, ability, passion and proactivity of its people. The innovative staff at Nuera always has a solution. That's because customer success is at the heart of it all. Our people are disruptive, willing to go the extra distance, to break the rules of the market to give you the upper hand. People going far beyond a simple transaction in order to create a lasting relationship!

About the Rallye Aïcha des Gazelles:

Established in 1990, the Rallye Aïcha des Gazelles has evolved into a major adventure-sports event, bringing together women-only teams from around the world. The participants, or 'Gazelles', take part in an event which requires non-GPS based orientation, a level of finesse in terrain analysis and map reading skills. The contestants must follow a marked itinerary in the minimum number of kilometres; speed is not a criterion. The Rallye Aïcha des Gazelles is the first desert navigation rally to adopt an eco-friendly and citizen-friendly mandate.

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