

**March 20, 2001**

## **Stonestreet One Enters Israeli Bluetooth Wireless Technology Market**

Louisville, Kentucky - March 20, 2001 - Stonestreet One, a leading U.S.-based provider of Bluetooth technology engineering hardware and software solutions, has entered into a distribution agreement with I.E.S. Electronics Agencies (1986) Ltd. of Ramat Gan, Israel. I.E.S., a publicly traded company on the Israeli stock exchange, will exclusively promote and distribute Bluetooth Development Kits from Stonestreet One within Israel and to Israeli buying missions abroad

Joe Reilly, Vice President of Sales and Marketing for Stonestreet One remarked, "Israel is at the forefront of technology innovation; therefore, it is a logical place to develop market share. We feel I.E.S., with its years of marketing experience and well-respected engineering expertise is just the partner to help us develop that market share."

"In today's emerging and very demanding wireless Bluetooth technology market we found Stonestreet One to be a truly competent partner in offering the most advanced Bluetooth development kits and for adding engineering value to Israeli OEMs, said Ronny Eshel, Vice President of Sales & Marketing DSP/Computing & IR Group for I.E.S. "We are proud to partner with Stonestreet One on the Israeli wireless Bluetooth applications and programs."

Stonestreet One, based in Louisville, Kentucky, designs, develops, and integrates embedded systems and wireless data applications for a diverse group of customers including leading companies in industries such as computer hardware, mobile communications, food service equipment, biomedical devices and material handling systems. The company, an Associate Member of the Bluetooth Special Interest Group, specializes in Bluetooth technology, offering engineering services, hardware for developers and end users, and a BQB listed Bluetooth Protocol stack.

I.E.S. Electronics Agencies (1986) Ltd, with a 21-year history and an entrepreneurial spirit, is a leading Israeli high tech marketing and sales business operation. I.E.S. leverages its core competence expertise from development to deployment by serving the strategic and key telecommunications OEM's in Israel.

Bluetooth is a revolutionary new low cost, radio-based technology that provides an open standard for short-range wireless communications. Designed to enable wireless transmission of data and voice, Bluetooth technology eliminates the need for cables

For more information about Stonestreet One visit <http://www.stonestreetone.com>

and for more information about I.E.S. visit <http://www.ies.com>.

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