

20 July 2010

CALGARY FIRM JOINS UK RACE ONLINE 2012 IN BID TO GET ENTIRE UK ONLINE

Warwick, UK, 20 July 2010 – Genesis Technical Systems Corp of Calgary, Canada has partnered with Race Online 2012, the landmark challenge led by the UK's Digital Champion Martha Lane Fox which aims to get the UK 100% internet enabled by the London Olympics through its UK subsidiary.

Genesis joins BT, Google, Comet, McDonalds, Microsoft, Skype, and Sky whose remarkable vision and support has already resulted in a commitment to get millions of new users online.

Genesis has pledged its commitment to support Race Online 2012 by enabling high speed internet access to everyone, including rural communities, through use of the existing copper infrastructure. Genesis can enable this through the development of a new proven cost effective technology, *DSL Rings*[®]. *DSL Rings* technology provides very high speed internet access (up to 400 Mb/s) to rural and urban users through the existing copper infrastructure.

Martha Lane Fox said 'When the UK is near 100% online the benefits to society and the economy will be significant and mark a step change for the country as a whole.' Race Online 2012 aims to show there is both a moral and economic imperative for the wider business community to take the issue of digital inclusion much more seriously.

The newly released "Networked Nation Manifesto" sets out detailed plans for government, industry and charities to help everyone get online. Genesis is perfectly aligned to support the Networked Nation Manifesto by providing a low cost "broadband for all" solution that extends the life time of the existing copper infrastructure.

"We are proud to partner with Race Online 2012 on this incredible cross-sector movement which will put an end to the digital divide forever," said Garry Kelman, Chairman and CEO of the Calgary based Genesis Technical Systems, "*DSL Rings* can be adapted for use in rural as well as urban areas, providing high speed broad band for everyone."

Genesis Technical Systems

Genesis Technical Systems Corp., with offices in Calgary, Canada, and Cambridge, UK, is the provider of the ground breaking *DSL Rings* technology that provides up to 400 Mb/s of bandwidth over the existing copper infrastructure. GTS *DSL Rings* technology enables telecom companies to keep their installed base and re-capture lost customers whilst avoiding the large capital costs of a fiber build. *DSL Rings* is a proven technical solution that has been demonstrated to multiple telecom companies. For more information, go to www.genesistechnsys.com.

Race Online 2012

For further information about Race Online 2012 and the Networked Nation Manifesto visit www.raceonline2012.org.

Press Contacts

Genesis Technical Systems (Canada)

Doug McArthur

Email: doug.mcarthur@genesistechnsys.com

Genesis Technical Systems (UK)

Clair MacKenzie

Marketing Manager

Tel +44 7823 332410

Email: clair.mackenzie@genesistechnsys.com