



VANCOUVER, BC – August 8<sup>th</sup> , 2011

For Immediate Release:

**NYCE ANNOUNCES USA SALES AGREEMENT WITH UTILITY SALES ASSOCIATES**

NYCE Networks, a leading provider of innovative Plastic Optical Fiber to Ethernet products, announced today that NYCE has entered into an agreement with Utility Sales Associates to sell NYCE products in the United States.

Utility Sales Associates is a leading sales and representation company that serves the telecommunications and utilities industries in the US. Utility Sales Associates will represent NYCE’s innovative line of residential and commercial Plastic Optical Fiber networking products to customers in the following markets in the United States:

Illinois	Wisconsin	Michigan	Ohio	Indiana
----------	-----------	----------	------	---------

“We are very pleased to be working with Utility Sales Associates,” says Lawrence Liu, Sales Manager, Global Markets for NYCE. “They have an outstanding track record of representing suppliers to the telecommunications and utilities industries and delivering excellent service to customers. This agreement will help NYCE expand our ability to reach more Service Providers and customers in the United States.”

"NYCE offers very unique networking products that can help Service Providers improve service delivery, simplify installations, and reduce repair calls." says Al Stearns, President of Utility Sales Associates, "We are excited to represent NYCE's innovative products to our customers."

To learn more about our innovative Plastic Optical Fiber networking solutions, please visit our website at [www.nycenetworks.com](http://www.nycenetworks.com) or call 1-604-473-9800.

About NYCE Networks

NYCE Networks is headquartered in Vancouver, BC. NYCE is a leading provider of innovative Plastic Optical Fiber to Ethernet products. NYCE designs, manufactures and supplies Plastic Optical Fiber networking solutions to telecommunication companies, builders, installers, and content providers worldwide. Our patented networking products eliminate electromagnetic interference and enable our customers to deliver safe, simple and cost-effective residential and commercial solutions. For more information, please visit NYCE’s website at [www.nycenetworks.com](http://www.nycenetworks.com) or call 1-604-473-9800.

About Utility Sales Associates

Utility Sales Associates, Inc. is a multiple-line manufacturer’s representative firm specializing in telecommunications, power utility, CATV, rail and municipalities markets. We represent companies at the forefront of their industries for your consideration. Please take some time and look around at the wide variety of products that are available through Utility Sales Associates by visiting our website at [www.utilitysales.net](http://www.utilitysales.net)

© 2011 NYCE Networks. NYCE Networks, Flexible Fiber Networks, and the NYCE logo are trademarks or registered trademarks of NYCE Networks in North America and/or other countries. Other brand and product names are trademarks or registered trademarks of their respective holders. Information is subject to change without notice. All rights reserved.

For more information:

NYCE Networks

Lawrence Liu  
Sales Manager, Global Markets  
NYCE Networks  
Telephone: 604-473-9800  
Email: [lliu@nycenetworks.com](mailto:lliu@nycenetworks.com)  
[www.nycenetworks.com](http://www.nycenetworks.com)

Utility Sales Associates

Al Stearns  
President  
Utility Sales Associates  
Telephone: 224 628 4231  
Email: [al.stearns@utilitysales.net](mailto:al.stearns@utilitysales.net)  
[www.utilitysales.net](http://www.utilitysales.net)