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# News

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**Subject:** Manufacturer of Reply® Wireless Audience Response/Voting Systems is Awarded the US Department of Commerce's Export Achievement Certificate

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**FOR IMMEDIATE RELEASE**

On September 18, 2002, the US Department of Commerce's Export Achievement Certificate was awarded to Fleetwood Group, Inc.. Mr. Bruce Blakeman, Deputy Assistant Secretary of the US Department of Commerce, and Mr. Thomas Maguire, Director of the Grand Rapids Export Assistance Center, presented the award. Receiving the award on behalf of the company was Mr. Hugh Harper, Director of Sales, and Mr. Pat Moody, Director of Marketing, both of Fleetwood's Electronics Division. The Electronic Division is Fleetwood's primary exporter of goods to Canada, Mexico, Europe, Middle East, and Far East customers.

The Export Achievement Certificate recognizes Fleetwood's export diligence and achievement, not only in difficult markets like South America and Southeast Asia but also in mature competitive markets like the European Community (particularly United Kingdom, Germany, and France). Fleetwood's export programs constitute one-fourth of the Electronics Division's total revenue.

Staffed for wireless (radio frequency) product engineering and equipped for medium volume surface mount technique (SMT) manufacturing, this small Michigan company makes a big impact worldwide in niche markets that demand electronic voting systems, focus group tools, group decision support systems, and control/risk self-assessment methods. Fleetwood is recognized as a world leader in the manufacture of portable technology for capturing group interaction, and this award is testimony to the high value delivered by its employee-owners to distributors and end-users alike in over 40 countries.

NEWS: Fleetwood Receives US Department of Commerce Award for Export Achievement

Fleetwood's Electronics Division designs, manufactures, markets, and manages the value-added distribution of innovative portable electronic meeting and learning tools. Its flagship product – the Reply® Wireless Audience Response/Voting System (more info: [www.replysystems.com](http://www.replysystems.com)) – is used in classrooms and auditoriums, conferences and seminars, focus group facilities, TV studios, and other venues to rapidly survey and score audience/student opinions. Strong demand for Reply®'s radio frequency voting technology, particularly in Europe and Asia (and largely for audience/delegate voting and learner assessment purposes), has contributed to the success of Fleetwood's export programs and encouraged Fleetwood's investment in new interactive handheld devices to expand the Reply® product line.

Fleetwood intends to expand its export program to include the new Digicall® Spectrum Mobile Language Learning Lab (more info: [www.fleetwoodlabs.com](http://www.fleetwoodlabs.com)). Digicall® labs are already used extensively by the US Department of Defense (DOD) to accelerate and enhance the training of foreign language specialists. Additionally, several foreign nations participating in DOD export assistance programs have purchased Fleetwood labs for similar linguist training. Because a Digicall® system consists of wireless headsets and portable lesson sources, it is ideal to move from room-to-room and create an effective learning environment whenever and wherever the need exists. Secondary uses of this wireless audio distribution system include simultaneous interpretation and congress/delegate discussion, which are well-known applications in export markets.

Fleetwood Group, Inc. is a 100% Employee-Owned company, one of approximately 1500 such organizations in the USA (reference: ESOP Foundation). Founded in 1955, Fleetwood continues a rich heritage today of striving to be a Christ-centered organization.

For more information about Fleetwood and its electronic meeting and learning products, please visit [www.fleetwoodgroup.com](http://www.fleetwoodgroup.com). Or call 616-396-1142 (or 800-257-6390 toll-free in USA).