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FOR IMMEDIATE RELEASE

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PRIME DATUM, INC. ANNOUNCES SUCCESSFUL BETA TEST

CANANDAIGUA, NY: Prime Datum, Inc. (PDi) announces the successful completion of a five year development program culminating in the beta test of PDi's Zephyr Integrated Drive System™ (patent pending), a new cooling tower fan direct drive motor, at a major oil company's Hawaii refinery.

The Zephyr Integrated Drive System is a purpose built system specifically designed for cooling towers to improve process reliability and to avoid the losses in production and revenue currently experienced by mission critical industries such as oil and gas, petro-chemical and power generation. Prime Datum first evaluated the problems with the old gearbox fan drive system and then developed the life cycle cost of that system. Based on this information the Zephyr was developed, built and tested. The typical ROI of Zephyr projects based on energy savings, utility rebates, reliability improvements and reduction in service and maintenance is approximately 30 months.

Prior to the beta test Prime Datum spent over two years to capture the economic impact of the poor reliability, direct expense and related production loss of the current gearbox fan drive system. This economic model has served as the baseline for Prime Datum's new line of purpose built systems which incorporate a robust design for reliability and survivability for mission critical applications in harsh, hazardous environments.

The Zephyr System™ demonstrated it provides significant increases in production and energy savings while reducing service and maintenance expense. The improved reliability of the Zephyr complements the numerous plant expansions and new processes that have been implemented over past years at many companies. The purpose built Zephyr System was specifically designed to deliver a profit under the current and future demands for mission critical reliability and energy intensive economics.

Prime Datum, Inc. is a product development company and OEM of high torque, low variable speed, prime driver systems for mission critical, energy intensive industries. Prime Datum adapts advanced technology and develops robust industrial systems that are highly reliable and energy efficient creating new profits from new technology.

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