



NEWS RELEASE
For Immediate Release

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**Simply Automated Expands UPB Product Line Providing
Greater Flexibility and Control with "No New Wires"**

SAN DIEGO, CA – March 10, 2004 – www.Simply-Automated.com, Simply Automated, Incorporated announces the expansion of its UPB (Universal Powerline Bus) product family, a line of home automation products that are affordable, self-installable and reconfigurable, enabling an automated environment in homes and offices with "no new wires".

In November of 2003, Simply Automated introduced UPB lamp and appliance modules, a computer interface module and a controlled receptacle. The new modules being added to this product line include:

- **Model UMI Input/Output Module** -- designed for sensing and controlling low-voltage devices, such as, door strikes, drapery controls, central vacuum systems, electric fireplace actuators, garage door openers, sprinkler valves, etc.
- **Model UCT Tabletop Controller** -- a multi-button device that can be customized to perform certain functions when buttons are pressed, such as dimming lamps, turning appliances on and off, unlocking doors, etc.
- **Wired-in Modules** -- designed for installation in ceiling fixtures and outlet boxes.

The Universal Powerline Bus technology, developed by Powerline Control Systems, Inc. (PCS), transmits control commands to various devices in the home over existing power circuits. The technology offers significant improvements in reliability and ease-of-deployment compared with previous powerline carrier strategies.

About Simply Automated, Incorporated

Simply Automated manufactures self-installable home automation products for retrofit and new construction applications. Our new line of reliable UPB-based control modules reduces installation costs and enables customized automation and management of appliances, lighting and other devices in homes and small offices, without the need for

additional wiring in the walls. For additional information we invite you to visit www.Simple-Automated.com. Or you can contact us by phone during regular business hours at (800) 630-9234.

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