



FOR IMMEDIATE RELEASE

SeQent announces that Honda of America Mfg., Inc. has signed a Master Software License Agreement (MSLA) for their North American Operations

London, Ontario – January 17, 2011 – SeQent (www.SeQent.com), the leading provider of innovative real-time Automated Messaging, Visual Display Management and Wireless Kanban solutions announced today that Honda of America Mfg., Inc. has signed a Master Software License Agreement (MSLA). Honda intends to deploy both FirstPAGE and Marquee Manager family of products in support of their commitment to improve their manufacturing operations in North America. The Honda Precision Parts of Georgia (HPPG), East Liberty Auto Plant and Marysville Auto Plant have already implemented SeQent solutions.

“SeQent is extremely happy to add Honda to our Automotive OEM customer base that already includes world class manufacturers such as Chrysler, Ford Motor Company, General Motors and Toyota.” says Scott Burns, Chief Technology Officer of SeQent.

About SeQent

SeQent is a leading provider of hardware and software solutions that accelerate the decision making process enabling companies to improve plant productivity and quality increasing plant floor visibility and ultimately profitability. The SeQent Real-Time Decision Support (RTDS) solution is a transformational and modular based technology platform. This solution utilizes a logic/rules based engine that manages the lifecycle of an alarm and/or event, ensuring the incident has been resolved. The Automated Messaging, Visual Display Management and Wireless Kanban modules send alarm and event information to mobile phones, pagers, PDA's, LED & LCD displays, sounder devices, stack lights as well as Motorola TEAM VoWLAN smartphones and MOTOTRBO two-way radios.

In support of their Continuous Improvement initiatives SeQent's solutions are utilized by some of the world's largest manufacturers including: Abbott Nutrition, Chrysler, Ford Motor Company, General Motors, Georgia Pacific, Honda, Intel, Kellogg's, SC Johnson, Toyota and WS Packaging. The company is privately held and is headquartered in London, Ontario. For more information visit: www.SeQent.com or e-mail: sales@seqent.com.

Press Contact:
Scott Burns
SeQent Ltd.
+1.519.652.0401
Scott.Burns@SeQent.com