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Ventana Research Awards Datron World Communications the “Overall Business Performance Leadership Award” for 2009

Annual awards recognize organizations that have most effectively delivered business success using people, process, information and technology best practices.

Vista, California, January 18, 2009 - Datron World Communications, Inc., a leader in HF and VHF communication products and services, today announced receipt of the “Overall Business Performance Leadership Award” from Ventana Research.

Awarded annually, the Leadership Awards are judged by Ventana’s world-renowned research team who spearheads benchmark research on pioneering use of information and technology to manage and improve business performance. The individuals and organizations chosen for the awards exemplify the understanding that the successful management of performance requires a clear vision, understanding and determination, and a team effort.

Through the leadership of Art Barter, President and CEO, Datron has creatively configured and leveraged ActiveStrategy software to measure performance in key areas of operation that cascade directly from the company’s strategic plan.

Barter explains, "Datron has consistently worked to deploy systems that optimize our ability to meet our mission and purpose. Our efforts are deeply rooted in our desire to positively impact the lives of others today and in the future. Aligning the entire organization against measurable outcomes ensures that nothing stands in the way of our ability to provide high-quality products to our customers, and for our Employees to help those less fortunate around the world."

About Datron World Communications, Inc.

Datron World Communications Inc. designs and manufactures HF and VHF communication solutions and APCO Project-25 subscriber radio equipment. The company’s offerings enable governments, security forces and commercial users worldwide to establish and maintain critical voice and data connectivity. Known for their ease-of-use and reliability, Datron’s products and



systems are currently deployed in over 80 countries worldwide. Datron World Communications Inc. was established in 1971 and is headquartered in San Diego, California, USA. For more information, visit: www.dtwc.com

About Ventana Research

Ventana Research is the leading benchmark research and advisory services firm. We provide expert guidance to help organizations manage and optimize performance - to become not only more efficient but more effective. Our unparalleled insights and best practices guidance are based on our rigorous research-based benchmarking indexes of people, processes, information and technology across business and IT functions worldwide. The combination we offer of benchmark research, rigorous market coverage and in-depth knowledge of hundreds of technology providers means we can deliver business and technology education and expertise to our clients where and when needed. The Ventana Research Indexes - the Value Index and the Benchmark Index family - have redefined the research industry by providing accessible, easy-to-use research-based business and technology guidance to businesses.

Ventana Research provides the most comprehensive analyst coverage in the industry; more than 2.5 million business and IT professionals through our community of 85,000 professionals and network of media and association partners around the world benefit from Ventana Research's insights. We focus on business and technology trends and best practices that maximize organizations' potential to perform while reducing the time, cost and risk and still achieve optimal outcomes.

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