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VIMS Industry Partnership Meeting

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MEAS Overview

- Publicly traded on NASDAQ: MEAS
- Design/manufacture wide variety of sensors serving virtually all end markets; global footprint with infrastructure in NA/EU/Asia
- Products measure a broad range of physical characteristics, and are designed into medium/high volume OEM products.
- Focus on highly engineered, application specific solutions, where our product breadth/technology, willingness to customize and low cost operating model provide us strategic advantage.
- Heavy investment in new programs during downturn has helped boost recovery. Six year CAGR including recession (FY05 to FY11) will approach 20%.
- **Vision:** Be the supplier of choice to OEMs and select end-users for all of their physical sensing needs

Aggressive Profitable Growth

*NOTE: FY11 sales include partial year of PSI at $11.6M; FY11 Adj EBITDA was estimated 20% sales.*
Company History

1983  Company founded as engineering consulting firm. Develops silicon glass/gaging process for low-cost, low power piezoresistive bridge

1985 – 1995  Company develops low cost load cell, which leads to entry into digital bathroom scale market; leading provider to OEMs and retailers. IPO on AMEX in 1988.

1998 – 2000  Company embarks on series of acquisitions designed to increase size/breadth of sensor division; acquires piezo film group from AMP, IC Sensors from P+E, Schaevtiz Sensors from TRW. Forms basis of sensor div (~$30M).

2002 – 2003  Rapid growth leads to financial mis-steps; company is restructured under Guidone. Post-restructuring, board makes strategic decision to migrate to pure-play sensor company and divest consumer business. Moves to NASDAQ under ticker MEAS.


FY11  Today, MEAS is a leading, global sensor supplier to OEMs and end-users, with fiscal 2011 sales ~$275 million to 65 countries worldwide. Migrating all sales under one brand: MEAS.

MEAS Acquisitions

Piezofilm Sensors

- Schaevtiz Sensors
- ICSensors
- Elekon
- Entranc
- Humire
- Planar Technik
- Atex
- BetaTHERM Sensors
- YSI Temperature
- Intersena
- Visys
- Atexis
- FGP Sensors & Instrumentation
- Pressure Systems
Sales and Applications

Sales by Market

- General OEM
- Medical
- Engine & Vehicle
- Mil / Aero
- T&M

Sales by Region

- North America
- EMEA
- Asia
**Target Applications & Org**

### Market Verticals (sales org)

<table>
<thead>
<tr>
<th>Medical</th>
<th>Engine &amp; Vehicle</th>
<th>Gen Industrial</th>
<th>Aerospace Military (Gen Industrial)</th>
<th>Test &amp; Meas</th>
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<tr>
<td>Herb Holmstedt</td>
<td>Bruno Patissier</td>
<td>Butler / Geisslinger</td>
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<td>Anthony Chu</td>
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<tr>
<th>Pressure/ Force</th>
<th>Temp</th>
<th>Humidity/ Fluid Prop</th>
<th>Position/ Tilt</th>
<th>Vibration</th>
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<tr>
<td>Dave Wagner</td>
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<th>Product Lines (engineering org)</th>
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#### Product Lines

- **Pressure/Force**
  - Patient monitoring
  - Ablation
  - Dialysis
  - Resp/Vents/CPAP
  - Infusion Pump
  - Blood Pressure
  - Mobile Hydraulic
  - Urea Dosing
  - Common Fuel Rail
  - HVACR
  - Indst Paint Spray
  - Energy mgmt sys

- **Temp**
  - EGTS
  - EGR
  - Engine mgmt
  - HVACR
  - Appliances
  - Energy Metering
  - Fuel monitoring
  - Turbine monitoring
  - Satellite

- **Humidity/Fluid Prop**
  - Resp/Vents
  - NICU cabinet
  - Engine emission
  - AC optimization
  - Fuel/Oil/Urea
  - Appliance Energy
  - HVAC (comfort)
  - Printer / Copier
  - Storage
  - Cable integrity
  - Compensation

- **Position/Tilt**
  - Oil Level
  - Platform Leveling
  - Steering Position
  - Valve feedback
  - Piston Position
  - Factory Automation
  - Tank Fluid Level
  - Flap control
  - Actuators

- **Vibration**
  - Combine monitor
  - Accident Recorder
  - Train Motion Cntl
  - Seismic monitor
  - Windturbine health
  - Helicopter HUMS
  - Weapons
  - Transport Monitor

- **Piezo Film**
  - Ultrasonic Imaging
  - Pacemaker
  - US Stethoscope
  - Seat Occupancy
  - Bumper Impact
  - Grain Loss Sensor
  - Watermeter
  - Acoustical Pickup
  - Flowmeter
  - Hydrophones
  - Tamper Detection
  - Security Cable
  - NDT Ultrasound
  - Impact Sensor
  - Dynamic Strain

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2,895 employees worldwide
410 U.S., 554 Europe, 1,931 China

Quality Certifications:
- General: ISO9001/14001
- Auto/Truck: TS16949
- Medical: ISO13485
- Aerospace: AS9100B, EN9100, ESA & NASA qualified
Recent Acquisition - PSI

- MEAS acquires Pressure Systems Inc (PSI) from Esterline in Sept-10 for $25M
  - Located in Hampton, VA; ~120 employees; ~$18M sales (similar margins as MEAS)
  - Aerospace: pressure & temperature scanners (sensors/instrumentation) sold to windtunnel and turbomachinery test facilities; dominate share of niche market
  - Water Monitoring: hydrostatic pressure transducers/data loggers used in water level management (wells, aquifers, lakes, treatment facilities); small share of large/fragmented market
  - >$1M operational (facility consolidation) and strategic (cross-selling) synergies (w/in 12 mos)
  - Visit www.pressuresystems.com for more information

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**Water Usage Products**

Critical Success Factors
- Reliability (Product life)
- Availability
- Economy

Product Groups
- Pressure Transducers
- Level Transducers
- Entered market in 1986
Water Resource Products

Critical Success Factors
- Performance (Accuracy)
- Utility
- Reliability (Data)

Product Groups
- High Accuracy Level
  - Analog Transducers 1990
  - Digital Transducers 1996
- Data Loggers
  - Level 2004
  - Conductivity 2010
- Water Monitoring Systems 2010
555 LEVEL
Level Accuracy of ±0.1% FS

575 BARO
Barometric Accuracy of ±0.1% FS

585 CTD
Conductivity Accuracy of 1.0% of reading

Permanent 5-year battery
Standard 8MB of memory

Groundwater
Surface Water
Oceanographics

User-friendly TruWare software
• Make a direct connection between a PC or laptop and one or more transducers

• Take real-time readings from connected transducers (data polling), including conductivity (if available), temperature and depth

• Program tests (customized data collection schedules) for connected transducers

• Extract data from a previously initiated test

• View, save and export test data and real-time readings

• Check for and download firmware updates

• Calibrate the conductivity sensor (if available) for monitoring water electrical conductance

• Synchronize computer and transducer clocks

• Check transducer battery levels

• Check or clear transducer memory
Problem - Meas. was seeking....

• Local experts for collaborative deployment and evaluation of our environmental monitoring products.

• Local well field for beta testing of new groundwater monitoring remote telemetry system.

• Opportunities for case studies and other publication.

• Opportunities to get product exposure with researchers and students soon to enter the workforce.
Solution - VIMS Partnership Networking

• Contacts sought through Mark Patterson for beta and collaborative work. Resulted in contact with Jim Perry of VIMS

• Rapid introduction to and communications with numerous researchers in the Hampton Roads academic community with opportunity for collaborative work
  • Jim Perry, VIMS
  • Greg Hancock, William and Mary
  • Rich Whittecar, ODU
  • Rob Atkinson, CNU
• Meetings scheduled with researchers in May to discuss specific collaborative opportunities

• Equipment to be offered as donation or long term loan for academic research and/or teaching aids

_Hopefully the start of a mutually beneficial relationship between Measurement Specialties and the local academic community!_
555LEVEL features:
- Level Accuracy of ±0.1% FS TEB
- Calibration report included with each instrument
- Five year permanent battery
- New fully sealed design
- 8 MB internal memory
- Two year warranty
- New user-friendly TruWare software for PC or Mobile
- Easier set-up and data retrieval
- Displays real-time instrument status and data graphs

555LEVEL applications:
- Storm water remediation
- Slug test
- Wave height
- Flood and storm surge
- Lakes and reservoirs
- Tide Gauging
- Rivers and streams
- Harbors and Canals
- Estuaries
- Dewatering
- Wetlands
575BARO features:

- Barometric pressure Accuracy of ±0.1% FS TEB
- Calibration report included with each instrument
- Five year permanent battery
- New fully sealed design
- 8 MB internal memory
- Two year warranty
- New user-friendly TruWare software for PC or Mobile
- Easier set-up and data retrieval
- Displays real-time instrument status and data graphs

575BARO applications:

- flood and storm surge
- harbors and canals
- leachate
- saltwater intrusion
- wetlands
- estuaries
- stormwater
- wave height
- tide gauging
- aquifer characterization
585 CTD features:
- Level Accuracy of ±0.1% FS TEB
- Conductivity Accuracy of 1% of reading
- Calibration report included with each instrument
- Five year permanent battery
- New fully sealed design
- 8 MB internal memory
- Two year warranty
- New user-friendly TruWare software for PC or Mobile
- Easier set-up and data retrieval
- Displays real-time instrument status and data graphs

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