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**ASHCROFT INC. CEO ANNOUNCES
EXPANSION IN CHINA OPERATION**

Stratford, CT (November 29, 2011) — Ashcroft Inc. (Ashcroft) CEO & President, Steven A. Culmone announced the completion of enhanced manufacturing capabilities in Ashcroft's China (Suzhou) Operation.

The operation was established in 2007 to manufacturer Ashcroft[®] mechanical pressure and temperature instruments for the local Chinese market. The additional 10,000+ square feet was upgraded specifically for manufacturing Ashcroft[®] electronic pressure transducers that are used in the growing Chinese OEM marketplace.

Culmone said, "this additional capacity allows Ashcroft to continue to provide custom product configurations, quicker product delivery and local support services to China's growing markets."

About Ashcroft, Inc.

Ashcroft Inc. manufactures gauges, thermometers, switches, transducers, transmitters, calibration equipment and isolators for pressure measurement, monitoring and control. Product brands include Ashcroft[®], Heise[®], Willy[®], and Weksler[®]. As a global provider, Ashcroft maintains a network of manufacturing facilities, sales offices and distributors worldwide. Headquartered in Stratford, CT, it also has operations in Brazil, China, Germany, Mexico and Singapore; and joint ventures in India, Saudi Arabia and Venezuela. The company's website can be accessed at: <http://www.ashcroftinc.com>

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