

PRESS RELEASE – July 31, 2006

Tamron and New Scale sign a license agreement for use of SQUIGGLE piezoelectric motor technology

Miniature piezoelectric motors and precision optics combine to open up a new horizon in imaging products

TOKYO, JAPAN and ROCHESTER, NY – July 31, 2006 – Tamron Co., Ltd. (Saitama, Japan) and New Scale Technologies Inc. (Victor, NY) have signed a license agreement to use New Scale's patented SQUIGGLE motors in Tamron's optical imaging assemblies, which include digital still cameras, camcorders, and mobile phone cameras.

Tamron (www.tamron.co.jp) is a publicly traded firm (JASDAQ-7740) and is one of the world's leading manufacturers of high-precision optics. "We are quite excited about the opportunity to integrate SQUIGGLE piezoelectric motor technology into our optical systems," said Morio Ono, president and CEO of Tamron Co., Ltd. "This certainly will strengthen features of our products by creating possibilities for innovative form factors that would set us apart from competition."

New Scale (www.newscaletech.com) was founded in 2002 and manufactures miniature ceramic motors that enable smaller products. The patented piezoelectric SQUIGGLE motor was commercialized in 2003. In contrast to conventional electromagnetic motors, SQUIGGLE motors use ultrasonic vibrations to create precise movement. Using this novel approach, New Scale has created the world's smallest linear motor with higher force, precision and efficiency. "This agreement is a major milestone for New Scale, and demonstrates the value of our SQUIGGLE motor technology for high-volume consumer electronics applications," said David Henderson, President and CEO of New Scale. "Working with Tamron, we expect to make significant inroads in the market for high-end imaging products of all kinds."

SQUIGGLE is a registered trademark of New Scale Technologies, Inc.