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Contact: Robert Baker
Telephone: 856-566-4121
Email: Bob@LATcorp.com

CALIFA ACCEPTS LAT AS AN AUTHORIZED DISCOUNTING VENDOR

California Libraries Can Now Take Advantage of LAT's Products

SOMERDALE, NJ, February 1, 2010: Library Automation Technologies, Inc. (LAT), a leader in library automation products, is pleased to announce that Califa, a membership-based service bureau for California libraries, has accepted LAT as a provider of automation equipment to its members.

Califa, the leading provider of cost effective delivery of services, programs, and products through a membership network of California libraries, has included LAT as an approved vendor for its network of member libraries. The Califa Group is a membership-based service bureau designed to provide member-enhanced, value-added services to all California libraries. On behalf of its members, Califa brokers and facilitates the delivery of products and services, like LAT's MAX™, MAXine™ and MAXwell™ book self check products, as well as the allCIRC™ media security and disc dispensing product lines. Califa has also embraced preliminary specification on future new innovative LAT products due to be introduced in 2010.

Oleg Boyarsky, President and CEO of LAT commented "By far, Califa is one of the leading forces that provide cost effective delivery of services, programs, and products critical to sustainability and long-term growth of California libraries. Embracing technology, with a strong open mind towards the future, Califa will now facilitate its member libraries access to new and innovative solutions, which may have been unavailable to them before. No question, we are very proud and excited to be part of this organization."

LAT-Max™, LAT-MAXine™ and LAT-MAXwell™ are a family of self-service machines based on FlashScan™ technology. Providing multiple form-factors, all with a same patron interface, multiple finishes and all at the same price, the machines allow libraries to take advantage of the modern self-service technology regardless of their physical space constraints. Coupled with an array of impressive features and capabilities these machines, installed all across the country, have gained a solid, industry leading reputation for flexibility and value. The allCIRC™ product line, already an established leader in media management, is an extension of the FlashScan™ technology that allows total optical media security while simultaneously providing self-service for their patrons.

For more information about LAT's technology and all library products, jump to: www.LATcorp.com

Library Automation Technologies Inc., (LAT) founded in 2001 has installations in hundreds of libraries throughout the United States. LAT's sole mission is to help libraries work better, smarter and more securely. LAT's innovation earned the firm the coveted "#1 Fastest Growing in South Jersey, 2005" by the Philadelphia Business Journal, as well as a "Finalist in the Family Business of the Year, 2006" award presented by Farleigh Dickinson College. LAT further continues its growth expanding into automation by delivering media dispensing line of products solely dedicated to library operations.

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If you'd like more information about this topic, or to schedule an interview with Oleg Boyarsky / CEO, please call Robert Baker at: 856-566-4121 or e-mail Robert at: Bob@LATcorp.com