

18 January 2012

Eruma plc ('Eruma' or 'the Company')

Agreement with Mixpole to Introduce Secur™ Products to South Korean Market

Eruma plc, the AIM traded specialist provider of counter terrorism, intruder prevention products and intelligent lighting, has signed an agreement with Mixpole Co., Ltd ('Mixpole'), a South Korean security solution provider. Under the terms of the agreement, Mixpole will become the Company's exclusive agent in South Korea, marketing Eruma's Secur™ range of security blinds to a diverse range of sectors in the country. As part of the agreement, Mixpole has paid the Company a fee of \$75,000 to secure this arrangement.

Mixpole has operated in the South Korean security and surveillance sector for the past 10 years, during which time it has gained almost 400 partners nationwide, covering the government, law enforcement, retail, corporate, construction and hospitality arenas. The strong business relationship between the EU and South Korea is underpinned by the 2009 Fair Trade Agreement which provides a highly conducive environment for commerce.

The market for impenetrable and blast-proof solutions is increasing in South Korea. This is due to a range of factors including the ongoing security risk from North Korea and the range of various internationally renowned events which will be held in the country over the coming years. With this in mind, Secur™ range of security blinds will target the South Korean Business2Government, Business2Business and the increasing Business2Consumer market.

Eruma Chief Executive Wayne Money said, "South Korea is one of the G20 major economies and one of the fastest growing developed countries. This is our first country specific partnership focussed on promoting Secur™ abroad and we are delighted to be working with Mixpole, a leading and award winning supplier of security technology and solutions in South Korea. Having successfully marketed a range of security solutions over the past 10 years, Mixpole has built a broad network of clients and partners who will benefit from our innovative Security Blinds and we look forward to building a presence in this exciting market."

Mixpole Chief Executive Jedeok Song said, "We are excited to introduce Security Blinds' products in South Korea. Many of the existing products in the market are focused on securing evidence after a security risk has occurred but we strongly believe that Security Blinds products will prevent criminal activity and successfully mitigate threats from bombs. We have a decade of experience in distributing security solutions across a range of sectors and we are confident that this will enable Mixpole to remain a leading provider of integrated security solutions."

****ENDS****

For further information please visit www.erumapl.com or contact:-

David Alexander	Eruma plc	Tel: +44 (0)20 7566 2610
Wayne Money	Eruma plc	Tel: +44 (0)20 7566 2610
Liam Murray	Cairn Financial Advisers LLP	Tel: +44 (0)20 7148 7903
Hugo de Salis	St Brides Media & Finance Ltd	Tel: +44 (0)20 7236 1177
Elisabeth Cowell	St Brides Media & Finance Ltd	Tel: +44 (0)20 7236 1177

Notes

Incorporated in March 2005 and listed on AIM, Eruma plc has two divisions - Security Blinds and Illuminex.

Security Blinds is a leading manufacturer of physical security and protection systems in the UK. Servicing both the public and commercial sectors, the patented Secur™ system provides clients with protection against theft and forced entry. It also gives businesses and institutions the opportunity to take proactive steps to address the modern threat of terrorism having met stringent testing requirements to win endorsement by the Home Office, Association of Chief Police Officers, leading banks, and local authorities through its ability to protect people, property and equipment from bomb blasts. Additionally, Security Blinds produces the Anti Ram Raid Gate, which protects roller-shutters against ramming vehicles and forced entry by jacks or angle grinders.

Illuminex is a supplier and distributor of intelligent lighting systems, providing superior performance whilst reducing costs to businesses through reductions in energy consumption and maintenance overhead. Through using its systems, an organisation's environmental impact and carbon footprint can be significantly reduced, enabling them to seek government funding and loans to implement these solutions.