Colfax in the Middle East

Approximately 25% of the world's crude oil moves through the Middle East - specifically the countries surrounding the Persian Gulf. Fifty percent of global oil reserves are located in this region. In addition, these countries are processing increasing volumes of oil and gas, which requires enormous investments. In this region, the epicenter of the oil economy, the Colfax product portfolio is in higher demand than ever. In fact, Colfax Corporation plans to open its own office in Bahrain in January 2009.

This location will be known as MIDDLE EAST REPRESENTATIVE OFFICE, or MERO. It will focus on the oil industry and serve as a technical support center both for sales partners and direct customers. MERO will focus the entire Colfax product line on oil and gas applications to ensure that customers receive the best possible solutions from both technical and financial perspectives.

Individual brands of the Colfax Group have long been active in certain Middle Eastern countries. Successful projects have been completed particularly in the countries of Kuwait and Oman. But starting in January, MERO will provide strategic blanket coverage for all countries of the Middle East. "The Colfax brands are flawlessly positioned and provide the market with exactly the right products. Our quality is another big factor. Finally, our employees have the technical knowledge to complement our products and provide first-rate service", said Dr. Michael Matros Chairman of ALLWEILER AG and Colfax Senior Vice President.

MERO will also give customers in other industries like power generation and chemicals the ability to obtain competent advisory services and individualized solutions. A series of marketing and training events with product and application experts from Europe and the United States will take place in Bahrain, the UAE, and Saudi Arabia between March and May, 2009.

ALLWEILER AG will take the lead on

MERO. Martin Schröder, a long-time employee of ALLWEILER in Germany, has been selected to be Branch Manager on site. Over the past several years, Martin Schröder has prepared numerous quotations and provided other sales support for Middle Eastern customers. On a personal level as well, he is interested in the customs and people of the Middle East, which will be valuable knowledge for achieving success in this region. We share his enthusiasm and willingness to accept the challenge of entering the oil and gas market in the Persian Gulf.

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