



**STRUCTURAL
MONITORING
SYSTEMS**
plc

ASX Release

28th October 2011

APPOINTMENT OF NEW US BASED DIRECTOR

Structural Monitoring Systems plc (ASX: SMN, SMNOA & SMNOB) is pleased to announce that the Company will seek shareholder approval for the appointment of Michael Reinstein as a new Director at the upcoming Annual General Meeting.

Michael Reinstein is the Managing Director of Archetype Capital, a Los Angeles-based private equity firm. Archetype's holdings include a diverse portfolio of companies in the automotive aftermarket, beauty, healthcare and e-commerce space. Throughout his career, Mr. Reinstein has built and sold technology and media companies in both the private and public markets.

After Law School, Reinstein took over Metrinch America, a television infomercial partnership with Guthy-Renker Corp, the largest privately-held television infomercial company. Metrinch marketed a line of patented hand tools that generated \$85M in sales within its first two years of operation through television infomercials and retail distribution.

While running Metrinch in 1999, Reinstein also launched an affinity marketing company that he sold in 2001 to National Media/e4L Corp., a New York Stock Exchange listed television and e-commerce company.

In 2002, Reinstein launched and financed a live television shopping channel that was distributed nationally in the U.S. in over 30 million homes via cable and satellite on DirecTV and Dish Network. He took the company public in 2004, after merging it with a national chain of thirty-five fashion jewelry stores. The business was sold in 2005 to an India-based DeBeers Diamond Trading Company.

In 2006, Reinstein purchased a London-based Interactive TV channel on the UK's British Sky Broadcasting platform that he sold in 2009.

From 2010 to 2011 Reinstein also served as the Chief Executive Officer of The Franklin Mint, one of the world's leading brands for fine coins and collectibles.

Michael Reinstein's early professional experience includes positions at International Creative Management, a leading Hollywood talent and literary agency, and in the office of former President Ronald Reagan. He attended Southern Methodist University in Dallas, Texas and is a graduate of the University of Southern California and Pepperdine University School of Law.

Mr. Reinstein is also involved in various political and charitable causes in both the United States and United Kingdom. He is a member of the State Bar of California.

The Board believes that Mr Reinstein's experience will be of significant value to the Company as it continues to move towards the ultimate aim of achieving true commercial viability of our CVM technology. Mr Reinstein is based in Los Angeles, and his appointment is in line with the Company's directive to gradually move the majority of its operational and customer-oriented business activities to the US.

For further details please contact:

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A public limited liability company incorporated under the laws of England and Wales.