

PROFILE

(Updated November 2011)

COMPANY DESCRIPTION

Sierra Monitor Corporation designs manufactures and sells electronic safety and environmental instrumentation. The company's unique protocol translator product lines enable communication between disparate electronic systems overcoming protocol language barriers. By enabling communication between central building automation systems and many electronic subsystems, such as fire panels, chillers and air handlers, Sierra Monitor assists with the integration of energy saving systems. The company's products improve the safety and comfort of workers while contributing to climate and natural resource protection. Sierra Monitor's intelligent hazardous gas detection systems can be found in a broad range of applications including US Navy ships, wastewater treatment facilities, refineries, offshore oil platforms, chemical plants, parking garages and underground telephone vaults providing 24/7 protection of personnel and facilities.

COMPANY VISION

Sierra Monitor's vision is to capitalize on the expanding worldwide demand for knowledge-based products and services that improve operational performance, productivity, efficiency and safety in building automation, industrial and military applications while reducing demands on resources. The company is an established global supplier of safety and environmental instruments.

MANAGEMENT

President and Chief Executive Officer – Gordon R. Arnold
 Vice President, Operations – Michael C. Farr
 Controller – Tamara Allen
 Director of Marketing – Stephen R. Ferree

HEADQUARTERS

1991 Tarob Court; Milpitas, CA 95035, USA

FOUNDED

1979

STOCK SYMBOL

OTC: SRMC.OB

WEB

www.sierramonitor.com

FINANCIALS

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2011	2010	2011	2010
Net Sales	\$ 3,803,336	\$ 3,752,014	\$ 11,956,114	\$ 10,172,826
Net Income	\$ 181,736	\$ 234,746	\$ 725,560	\$ 312,452
Basic Earnings Per Share	\$0.02	\$0.02	\$0.07	\$0.03
Diluted Earnings Per Share	\$0.02	\$0.02	\$0.07	\$0.03

Visit www.investor.sierramonitor.com for current reports and SEC filings.

BANKING REFERENCE	Silicon Valley Bank; Phone: 408-654-7400
STOCK TRANSFER AGENT	ComputerShare Trust Company, N.A. Phone: 800-962-4284 Fax: 303-262-0700 www.computershare.com
INDEPENDENT AUDITORS	Squar, Milner, Peterson, Miranda & Williamson, LLP Newport Beach, California, U.S.A
LEGAL COUNSEL	Wilson Sonsini Goodrich & Rosati Palo Alto, California U.S.A
CAPABILITIES	Design and manufacture of electronic instrumentation, software development including embedded and application levels. Eleven sales locations, field technical support, product training, supporting a global installed base. Headquarters and manufacturing occupy 28,000 square feet of well maintained modern single level light industrial including power lift and truck loading dock, high ceilings and adequate power and services.
PRODUCTS	By providing an intelligent interface, Sierra Monitor products enable various machines, devices, systems and people to reliably collect and communicate critical information for the measurement and control of various environments including buildings, plants and factories.

PROTOCOL GATEWAYS

By delivering data on multiple communication platforms, including serial, Ethernet, Lonworks and fieldbus utilizing protocols from an extensive proprietary library of over 100 protocol drivers, the company's products make it possible for data to be accessed at more appropriate levels, including automation controllers, network operations centers, control rooms and remote locations.

Machine to machine (M2M) protocol translation devices, known as communication gateways, are sold under the trade names "FieldServer" and "ProtoCessor" to equipment manufacturers and systems integrators, principally in the building automation industry where the market is driven primarily by cost efficiency and energy savings initiatives. Many industrial instruments, such as detection systems, controllers and automation systems, communicate in disparate, non-standard proprietary protocols. Communication gateways provide a means for transferring data between devices using foreign or proprietary protocols and modern open comprehensive protocol systems.

SAFETY INSTRUMENTATION

Intelligent gas detection safety systems that Sierra Monitor manufactures solve a variety of safety challenges ranging from applications in oil and gas processing and chemical plants to wastewater treatment, alternate fuel vehicle programs and other users or producers of hazardous gases. These systems utilize features such as recorded event information, graphical displays on central computers and web server displays to allow users to identify hazards and problems before they evolve into incidents which, could cause production delays, may prompt evacuation of personnel or potentially even cause property damage and physical injury. By network-enabling smart detection systems, through the FieldServer products, data can be presented via dynamic web server for viewing by local or remote computer web browsers. The motivation for installation of gas detection systems is driven, in part, by industrial safety professionals guided by the United States Occupational Safety and Health Administration, state and local governing bodies, insurance companies and various industry rule-making bodies.

Sierra Monitor also supplies microprocessor-based environment control products to the telecommunications industry. The control products are used to monitor temperature, gas, smoke and other environmental and security conditions in remote structures such as broadband distribution nodes, fiber optic booster stations and cell-tower site buildings. Environment controllers integrate various functions which would otherwise require discrete controls and alarm handling.

CUSTOMERS (Partial Listing)

INDUSTRIAL

3M, Air Products and Chemicals, Airgas Specialty Gases, AkzoNobel, Amway, Anheuser-Bush, Applied Materials, ADM, Ayesha Pipeline Service Company, BAE Systems, BASF, Baxter Healthcare Corp., Boeing, Boeing Satellite Systems, Canadian Hydrogen and Fuel Cell Association, Chesapeake Power Plant, Chevron, CITGO, Clean Energy, ConAgra Foods, ConocoPhillips, Corning, Daikin, Dakota Gasification Company, DuPont, Eaton Corporation, ExxonMobil, FMC, Formosa Plastics, E. & J. Gallo Winery, GE Transportation, General Mills, General Motors, Intel, Kraft Foods, Lockheed Martin, Lyondell Basell, PG&E, PEMEX, Shell, SolarWorld USA, Teledyne Energy Systems, Waste Management, Weyerhaeuser, Xerox

BUILDING AUTOMATION

AO Smith, Baldor Electric, Canatal, Carrier, Cleaver-Brooks, Crestron Electronics, FIKE, Echelon, GE, Honeywell, Johnson Controls, King Abdullah University of Science and Technology, Lutron Electronics, McQuay International, Rockwell Automation, Schneider Electric, Siemens Building Technologies, SimplexGrinnell, Stanford University, Trane, University of Arizona, Yaskawa America, UTC Fire & Security

GOVERNMENT and MILITARY

Aerojet, Alliant Techsystems, Avondale Shipyards, Bath Iron Works, Argonne National Laboratory, Jefferson National Laboratory, Lawrence Livermore National Laboratory, DRS Technologies, Halliburton, JPL - NASA, Marinette Marine Shipyards, MIT Lincoln Laboratory, NASA/Ames Research, Norfolk Naval Shipyard, Northrop Grumman, Oak Ridge National Laboratories, Sandia National Laboratory, Stanford Linear Accelerator Center, U.S. Air Force, U.S. Department of Labor, U.S. Department of Transportation, U.S. Army Corps of Engineers, U.S. Navy

MEDIA/COMMUNICATION

AT&T, Comcast, Sprint, T-Mobile USA, Verizon, Verizon Wireless

MUNICIPAL

LA Metro; MWRA; Orange County Transit; Coney Island, NYC; Wards Island, NYC; Lexington Fayette; Kansas City Metro; Rikers Island Federal Penitentiary, NY

ASSOCIATIONS

APPA (Association of Physical Plant Administrators), CABA (Continental Automated Buildings Association), DNP3 User Group (Distributed Network Protocol), HART Communication Foundation, LonMark Americas, LonMark International, MCAA (Measurement, Control, Automation Association), Modbus Organization, OPC Foundation, Schneider Electric EcoStruxure Program

APPROVALS

ABS (American Bureau of Shipping), BTL Marked (BACnet Testing Laboratories), CE Marked, City of Los Angeles, CSFM (California State Fire Marshal), DNP3 Conformance tested, FM Global (Factory Mutual), Honeywell International Inc., ISO 9001:2008, LonMark Certified, Mil-Spec, ODVA EtherNet/IP Conformance Tested, OPC Foundation Self tested for Compliance, SIL2 (Safety Integrity Level), TUV - Canada and USA, UL - Canada and USA (Underwriters Laboratories Inc.), UL Recognized - Canada and USA (Underwriters Laboratories Inc.)

PARTNERSHIPS

Crestron Electronics, AMX, Johnson Controls, Stulz

CONTACTS

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