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News Release

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Applied Vision Hires Joe Nicholson as New Sales Manager for North America

AKRON, OH – January 10, 2008 – Applied Vision Corporation (AVC), the leading provider of machine vision inspection systems for the container manufacturing industry, welcomes Joe R. Nicholson as the company's sales manager for North America. In his new role, Nicholson will be responsible for growing and enhancing AVC's market share while preserving the company's dedication to industry leadership and customer support.

Nicholson brings more than 20 years of sales and industry experience plus a proven track record to his new position at AVC. He has had great success in sales executive positions at Peco Controls, Inex Vision Systems and ISRA Vision. Nicholson's sales experience encompasses a wide range of industries, including: injection molding, robotics, automation control systems and industrial vision for plastics, metals and packaging.

"Joe truly understands the customer need for a quality product coupled with a high level of service and professionalism. His industry knowledge encompasses applications and markets throughout the world. He is a great addition to our team and a real asset to the organization," said Darren Hench, AVC's vice president of North American sales.

Nicholson and his wife, Louise, continue to reside in Atlanta while their twin sons, Justin and Jeremy attend college in Florida.

About Applied Vision Corporation

Applied Vision Corporation designs and manufactures application-specific machine vision inspection systems for packaging, food and beverage containers and color printing. Applied Vision systems are sold worldwide through Original Equipment Manufacturers (OEMs), Value Added Resellers (VARs), full-service distributors and company direct. For more information on Applied Vision's machine vision solutions, visit www.appliedvision.com.

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