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Genesis Systems Group Achieves Robot Integrator Recertification

Ann Arbor, MI – **August 5, 2014** – Robotic Industries Association (RIA) today announced that Genesis Systems Group has achieved recertification as part of the RIA Certified Robot Integrator program. Genesis Systems Group achieved their initial certification in July 2012 by completing a rigorous process which includes an on-site audit and testing of key personnel among other important criteria. The certification program was established to provide robot integrators with a way to benchmark against industry best practices and allows robot users to develop a baseline for evaluating robot integrators: Twenty-three RIA member companies have now achieved Certified Robot Integrator Status. RIA requires each Certified Robot Integrator to be recertified every two years.

"Genesis Systems Group was among our first integrators to achieve RIA certification and we are thrilled they found significant value in the program and pursued recertification," said Jeff Burnstein, President of RIA. "One of our goals with the certification program is to provide robotic automation integrators with a means to establish performance standards that helps ensure long term success."

"Genesis Systems Group has been in business for over 30 years and a member of RIA since 1994," said Chuck Keibler, Executive Vice President, Genesis Systems Group. Integration of robots to automated manufacturing solutions is our business. Our practices for documentation, training, and support of our customers are critical to our success. The RIA Certified Robot

Integrator designation provides potential customers an objective method of evaluating their supply base. This certification is an important step in our pursuit of global business."

Detailed information on the certification program and the certified robot integrators can be found on a special section of Robotics Online (www.robotics.org). Integrators interested in becoming certified can contact Jeff Burnstein at jburnstein@robotics.org or 734/994-6088.

RIA cannot guarantee the work of any integrator or recommend which integrators to choose. Robotics customers should conduct their own due diligence on the suppliers they select. RIA has over 60 system integrator members and looks forward to having more of them go through the certification process in the near future.

About Robotic Industries Association (RIA)

Founded in 1974, RIA is a not-for-profit trade association dedicated to improving the regional, national and global competitiveness of the North American manufacturing and service sectors through promotion and enhancement of robotics and related automation. RIA represents over 330 robot manufacturers, system integrators, component suppliers, end users, consulting firms, research groups, and educational institutions. The association hosts a number of events including the International Collaborative Robots Workshop (September 30, 2014 in San Jose, California), the National Robot Safety Conference (October 14-16, 2014 in Ann Arbor, Michigan), the Robotics Industry Forum (January 21-23, 2015 in Orlando, FL) and the biennial Automate Show & Conference (March 23-26, 2015 in Chicago). RIA also provides quarterly robotics statistics and has a content-rich website, Robotics Online. For more details on RIA, visit Robotics Online or call 734/994-6088.

About Association for Advancing Automation (A3)

The Association for Advancing Automation is the global advocate for the benefits of automating. A3 promotes automation technologies and ideas that transform the way business is done. A3 is the umbrella group for Robotic Industries Association (RIA), AIA - Advancing Vision + Imaging, and Motion Control Association (MCA). RIA, AIA, and MCA combined represent 775 automation manufacturers, component suppliers, system integrators, end users, research groups and consulting firms from throughout the world that drive automation forward. For more information, please visit our websites: A3; RIA; AIA; MCA.

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