

Press Release

Magna Parva Raises its Game in UAVs

Announces Industry Heavyweight Appointment

January 10th 2011, LOUGHBOROUGH, UK -- Magna Parva, the company specialising in solving problems in extreme engineering, has lured UAV expert Chris Day to head up its Defence business with immediate effect. The appointment will give a huge boost to the Company's expertise in unmanned aerial vehicle systems (UAVs), a field of increasing focus for Magna Parva.

Chris Day is a senior figure in the industry and has unrivalled international experience in UAVs. His previous position was VP ISTAR & UAV Systems at global aerospace company Thales, where he was also Director of the £150 million Thales / Elbit JV company UtaCs.

Prior to this, Chris was responsible for UK MOD UAS Procurement Programmes at the Defence Procurement Agency, and before that held senior positions at Dstl, DERA, DRA and RAE Farnborough. An engineer by background, Chris has spent his entire career associated with UAV programmes and remains a passionate believer in their further potential.

"We are delighted to have attracted someone of Chris Day's calibre to champion our efforts in this field", says Andrew Bowyer, Managing Director of Magna Parva. "His grasp of the engineering issues - as well as his network of contacts and knowledge of procurement procedures - will be invaluable in the months ahead."

UAVs fit very well with Magna Parva's high quality, bespoke engineering capabilities, and the Company is developing a number of related initiatives to be announced shortly. Magna Parva has previously shown its R3™ Restraint and Release

Mechanism – a high reliability, low mass solution to equipment release from aircraft in flight, and in military vehicle equipment deployment.

<ends>

Editorial contact:
Terry Nicklin, Keynote^{PR} Ltd
Tel: +44 (0)7923 540695
E-mail: terry@keynotepr.com

Company contact:
Andrew Bowyer
Director
Tel: +44 (0)1530 811305
andrew.bowyer@magnaparva.com

About Magna Parva Ltd

Magna Parva is based in the UK, with offices in Leicestershire and at the Harwell Science Campus in Oxfordshire, providing advanced engineering research and development services. Magna Parva has exceptional experience in delivering engineering solutions for hostile environments. Work often begins at low Technology Readiness Levels or laboratory demonstrated technological principles. They employ advanced yet proven methodologies to take projects through to production engineered, fully field tested and supported products. The techniques developed and proved in delivering critical space technologies are harnessed to manage the risk of highly innovative approaches. Magna Parva engineers and scientists provide solutions to today's toughest challenges.

www.magnaparva.com