



For Immediate Release

Adacel Launches New Strategy in Pilot Training Market

CAE exclusive on Adacel's ATCiB discontinued...Marsha Bell to lead new Adacel division

Orlando, Florida (October 22, 2008) - Adacel, an industry leader in air traffic control automation, simulation, speech recognition technology and software integration, announced today that the Company is embarking on expanding into innovative global pilot training and systems by capitalizing on the technologies developed for ATC controller training and simulation. Under the plan Adacel has introduced a new business unit to be led by Marsha Bell that will specifically address the commercial pilot training market and will aggressively pursue opportunities for their pilot training systems.

Joining Adacel as Vice President Commercial Pilot Training and Systems, Ms Bell's responsibilities will include directing a new sales approach for Adacel's revolutionary ATCiB (Air Traffic Control in a Box) automated ATC environment for flight simulators. Marsha has over 20 years experience in the commercial pilot training market including positions with FlightSafety International and for the last ten years with Alteon, Boeing's training company. Her last position was Vice President Marketing, where she was responsible for establishing the Multi Crew Pilot License (MPL) program for Alteon.

Initially, Adacel's ATCiB, was jointly launched into the commercial flight training market under an exclusive agreement with CAE. The exclusive agreement with CAE has now lapsed enabling Adacel to offer ATCiB directly to other simulator manufacturers and operators. Adacel will continue to fully support CAE's market and customer needs for the ATCiB product.

"The CAE agreement was a great opportunity for us to work directly with a world leader in flight training and simulation and has allowed us to significantly enhance the product to meet real world training requirements," said Fred Sheldon, Adacel's CEO North America. "I am very excited about the opportunity to have an industry leader like Marsha Bell join our team at exactly the right time. We are now poised for substantial growth in a significant new market for us."

Adacel's ATCiB is the only existing ATC environment application that meets applicable current and proposed flight simulation training standards. It will be joined under the umbrella of Adacel's new business unit by a new concept in applied learning for aviation language and communications procedures launched by Adacel earlier this year at the WATS 2008 tradeshow. The product, dubbed ICE (Intelligent Communications Environment) Pilot, integrates speech recognition and simulation technology into the teaching process to create a virtual, interactive environment that reinforces learning. ICE Pilot is directly applicable to the Aviation English requirements of ICAO and the Ab Initio pilot training markets.

Adacel will be demonstrating their pilot training products at ATCA in Washington D.C. this November and at I/ITSEC in Orlando, Florida this December.

About Adacel

Adacel (ASX:ADA) was established in 1987. The company develops advanced air traffic control (ATC) simulation and training systems, world class air traffic management (ATM) software, and innovative speech recognition applications. Adacel's North American headquarters are in

Orlando, Florida with Company offices in Washington, D.C., Montreal, Canada, and Melbourne, Australia.

Adacel's technology revolutionizes speech applications for operational voice control systems and interactive control of smart computer generated entities in training simulations. Our ATC simulators are leading the global effort to safely optimize controller training and reduce dependency on operational on-the-job training. Adacel's Aurora ATM Platform includes capabilities envisaged for FAA NextGen and EUROCONTROL SESAR programs; providing the enabling technology for initiatives to reduce carbon emissions in oceanic airspace. Support services are available for all products including full-time, on-site operation and maintenance.

For more information visit the company's website at www.adacel.com.

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