



*PAYTON GROUP*  
*INTERNATIONAL*

**PRESS RELEASE**

January 14, 2010

## Payton to Sign MOU Licensing Mass Production of Planar Transformers for TV and monitors applications.

Rishon Le Zion (Israel) - January 14, 2010 - Payton Planar Magnetics (Euronext: PAY) today announces it signed a Memorandum of Understanding ("MOU") with the Korean company Bujeon Electronics Co. ("Bujeon"). Under the terms of the MOU, Bujeon will be licensed to manufacture Planar Transformers for the TV and monitors markets.

Bujeon has mass production capabilities and specialises in the manufacturing of conventional inductive components to telecom, acoustic and computing markets.

Both companies have been introduced to each other by a present customer of Payton, a major global electronics company in Korea, in order to enable it to integrate the Planar Transformers in its mass consumer electronic products.

"Considering the order volume put forward by our customer and our modest production capabilities, this engagement with Bujeon is a major strategic opportunity for Payton to penetrate the mass consumer electronics market with our unique Planar Technology", says Mr. David Yativ, President and CEO of Payton Planar Magnetics.

According to the MOU, Bujeon is granted exclusive manufacturing and sales rights of Payton's unique Planar Transformers, to the TV and monitors markets, for 5 years, subject to minimum quotas of sales. In a first phase, Payton's products will be manufactured and supplied by Bujeon to Payton on an OEM-basis. The second phase will include royalty payments to Payton once Bujeon is recognized as an approved vendor.

For more information, please visit Payton's web site at <a href="http://www.paytongroup.com">www.paytongroup.com</a> or contact Michal Lichtenstein, CFO at 00- 972-3-9611164 - <a href="mailto:Michal@paytongroup.com">Michal@paytongroup.com</a> or Alexandra Niehe at 00-32 57-21 44 54 - <a href="mailto:aniehe@citigate.be">aniehe@citigate.be</a>
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### About us

Payton Planar Magnetics Ltd., an Israeli-based high-tech company, designs, manufactures and markets Planetics<sup>®</sup>, its customized line of planar transformers and inductors to Original Equipment Manufacturers and their suppliers of power electronics. The group currently employs 160 people (including executive officers). Planar Magnetic Components are used in end products in various industries, including Telecommunications, cellular infrastructure, welding machines, Military/Avionics, portable equipment and consumer goods. Planar Magnetics is a revolutionary design technology that is superior to conventional transformers and inductors, and has already been accepted by electronics design engineers as the state-of-the-art in high frequency power electronics design. Payton Planar Magnetics is a subsidiary of Payton Industries, headquartered in Israel, and has manufacturing and marketing

operations in Israel and in the United States. Payton Planar Magnetics is publicly traded on the Euronext stock exchange in Brussels (ticker: PAY).