

FARO Technologies, Inc. Logo

FARO Technologies Launches Campaign to Help Breast Cancer Research

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Real Men Wear Pink campaign generates donations to help fight breast cancer

LAKE MARY, Fla., Oct. 11, 2011 /PRNewswire via COMTEX/ --

FARO Technologies, Inc. (NASDAQ: FARO), the world's leading provider of portable measurement and imaging solutions, announces the launch of the Real Men Wear Pink campaign, which includes an online message board to raise money for breast cancer research. Visitors to www.faro.com/wearpink are invited to add their name and message to the website in support of finding a cure for the disease. FARO will donate \$5 to charity for each message received. The Lake Mary, Florida-based company joins a growing number of American manufacturers in the fight against breast cancer.

(Logo: <http://photos.prnewswire.com/prnh/20110415/MM84316LOGO>)

"Everybody knows someone who has been diagnosed-with or impacted-by breast cancer, and we as manufacturers are no different," said Kimberly Roman, FARO's Director of Marketing for the Americas. "Our goal for this campaign is obviously to generate donations for an important cause. We also want to show that even the manufacturing industry, with its hardened and tough image, has a soft spot to help cure those affected by this terrible disease."

The Real Men Wear Pink message board will be available at 8am EDT on Thursday, October 20th. To add a reminder to your calendar, visit www.faro.com/wearpink, or simply visit the site directly on October 20th. For each unique message added to the site, FARO Technologies will make a \$5 donation to breast cancer research.

About FARO

FARO develops and markets computer-aided coordinate measurement devices and software. Portable equipment from FARO permits high-precision 3D measurement and comparison of parts and compound structures within production and quality assurance processes. The devices are used for inspecting components and assemblies, production planning, inventory documentation, as well as for investigation and reconstruction of accident sites or crime scenes. Worldwide, approximately 11,000 customers are operating more than 20,000 installations of FARO's systems. The company's global headquarters is located in Lake Mary, Florida, with its European head office in Stuttgart, Germany and its Asia/Pacific head office in Singapore. FARO has branch locations in Canada, Mexico, United Kingdom, France, Spain, Italy, Poland, Netherlands, India, China, Singapore, Malaysia, Vietnam, Thailand, and Japan.

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