



News Release

October 27, 2016

Adrian Banica Appointed New CEO of Direct-C Ltd.

CALGARY - Direct-C Ltd. ("Direct-C" or "the Company") announced the appointment of Adrian Banica as Chief Executive Officer. Banica assumed responsibilities effective October 17, 2016 and succeeds Interim CEO, Stace Wills.

"Adrian brings to Direct-C a proven track record in commercializing pipeline leak detection technologies", says Yvon Bastien, board chair, Direct-C. "We are pleased to have someone of Adrian's calibre lead our team and help industry deploy effective solutions for operating and maintaining safer pipelines."

Banica is a serial entrepreneur who founded two successful technology ventures within the past two decades, and has significant expertise in hardware systems commercialization for the oil and gas vertical. His first venture, an oil and gas and space systems instrumentation company, was acquired by Belgium-based Rhea Space Systems in 1999. His second venture, TSX Venture-listed Synodon Inc. (SYD), adapted a satellite-based methane sensor into a helicopter deployed system called realSens and has successfully commercialized a service to oil and gas companies to map and quantify their greenhouse gas emissions. Banica has helped secure over \$25 million in financing and led the company to its first profitable quarter in 2014. Currently he is advising a number of technology companies and is the Executive Chairman for Illusense Inc., a British Columbia-based pipeline inspection technology developer. Adrian is also a member of the [A100](#) group.

Direct-C would like to thank Stace Wills for his services as Interim CEO and helping position the company for its next phase of growth.

About Direct-C Ltd.

[Direct-C Ltd.](#) is a Calgary-based startup company offering a groundbreaking new technology solution to directly detect hydrocarbon leak – faster, more reliable and more accurately. Targeting both the pipeline and the upstream oil and gas sector, Direct-C's leak detection products are based on a proprietary nanoparticle-based sensor originally developed by world-renowned University of Calgary researchers, Dr. Simon Park and Dr. Kaushik Parmar. Direct-C is a University of Calgary spin-out company that was launched in 2014 with the start-up and commercialization assistance of [Innovate Calgary](#) and its energy tech accelerator program, [Kinetica Ventures](#).



About Innovate Calgary

As a leading technology transfer and commercialization centre, Innovate Calgary works closely with startups, entrepreneurs, researchers and investors from the advanced tech sector to take innovation and ideas to the next stage of growth. Innovate Calgary has been successfully contributing to the growth and acceleration of the advanced technology sector for 35 years. Our integrated approach to commercialization focuses on facilitating connections among stakeholders and offering a comprehensive range of programs and services to achieve success.

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