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FOR IMMEDIATE RELEASE

MASTInc Hires CPR Strategic Marketing Communications

ELMWOOD PARK, N.J./Toronto, New York, N.Y.—March 23, 2009 — [Micromem Technologies Inc.](#), (OTC: BB MMTIF, CNSX: MRM) through its wholly owned U.S. based subsidiary Micromem Applied Sensor Technologies, Inc. (MASTInc) (www.mastinc.com), has engaged CPR Strategic Marketing Communications (CPR; www.cpronline.com) to develop and implement key public relations initiatives and communications for business-to-business and direct-to-consumer audiences. CPR will provide MASTInc with media relations and networking opportunities that support its development, commercialization and marketing of innovative magnetic sensor applications.

“CPR understands the impact of our products and services to serve a variety of market segments,” says Steven Van Fleet, president of MASTInc. “Our partnership will allow us to further grow and develop our market reach including key sectors in healthcare/biomedical, natural resource exploration, government, information technology, manufacturing, and other industries.”

Joseph Carabello, president and CEO of CPR Strategic Marketing Communications., says, “MASTInc is already resolving unmet market needs in multiple market segments. We anticipate that CPR services will raise awareness of its products and services and lead to sales opportunities.”

About Micromem and MASTInc

MASTInc is a wholly owned U.S.-based subsidiary of Micromem Technologies Inc., a publicly traded (OTC: MMTIF, CNSX: MRM) company with headquarters in Toronto, Canada and an office in New York City.. MASTInc responsibly analyzes the specific industry sectors to create intelligent game changing applications that address unmet market needs. Leveraging our expertise and experience with sophisticated magnetic sensor applications; MASTInc successfully powers the development and implementation of innovative solutions for healthcare/biomedical, natural resource exploration, government, information technology, manufacturing, and other industries.

About CPR

Founded in 1981, CPR and draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. For more information, please visit www.cpronline.com, or e-mail pr@cpronline.com , or call 201-641-1911 x50.

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