

## NEWS RELEASE

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## New Product Creates a Stir for Upcoming International Hotel/Motel and Restaurant Show

**NORTH VENICE, FL, October 20, 2009** – CounterBalance Corporation’s **Counter-A-SYST** was recognized as an exceptional new product in the hospitality industry by International Hotel/Motel and Restaurant Show, (IH/M&RS), facilitators on Monday. Although hundreds of new products will be displayed at the IH/M&RS, the **Counter-A-SYST** left a lasting impression on IH/M&RS management.

“The IH/M&RS has a long-standing reputation as the industry event where products are launched, and this year is no exception,” said Lynn White, show manager.

Taking place November 7-10, 2009, at New York City’s Jacob K. Javits Convention Center, the 94<sup>th</sup> annual IH/M&RS will feature the latest technologies and resources of nearly 1,000 exhibiting companies.

The **Counter-A-SYST** is a newly designed CounterBalance, specifically engineered for application on “lift gate” counters; a vertically moveable countertop. The **Counter-A-SYST** works by using a flexible bar that stores mechanical energy when twisted. Torsion, (the twisting process), is applied to the bar as the countertop moves in an upward or downward motion. The torsion neutralizes the weight of the countertop making it virtually weightless while in motion. The **Counter-A-SYST** also allows mid-air suspension at any desired position within the countertops full range of motion. The **Counter-A-SYST** will be unveiled and presented for live demonstration at the IH/M&RS.

“The **Counter-A-SYST** is unlike anything else in the marketplace today. This is a very unique and innovative product,” said Tim Howard, President of CounterBalance Corporation. “We are extremely excited about the product’s release and anticipate production immediately following the IH/M&RS.”

CounterBalance Corporation, an original equipment manufacturer (OEM), engineers modular torsion spring systems to counteract the downward force of gravity. The CounterBalance reduces the effort of lifting lids, covers, countertops and electro-mechanical equipment. CounterBalance Corporation provides complete design, application and prototyping services to assist in the development of its products. CounterBalance also offers various product series to meet the needs of most applications.

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