

NEWS RELEASE

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For immediate release



HSI SENSING ANNOUNCES ITS NEW AND IMPROVED STEEL SENSOR SERIES

CHICKASHA, Okla., U.S.A (August 31, 2010)—HSI Sensing (formerly Hermetic Switch, Inc.), a designer and manufacturer of reed switches, proximity sensors, and other switch technologies, announced its new and improved steel sensing proximity sensors, the 11000 Series.

Through its product development process, HSI Sensing updated and improved its 11000 Series to be more robust, less expensive, and all in one piece. The steel-sensing proximity sensor series is offered in three versions - users can choose which side of the product that the sensing target location is placed. The series boasts a quarter-inch operating distance, and its dual potting design utilizes silicon-based epoxy for internal switch protection and hard epoxy for outside environment shielding.

HSI's 11000 Series exceeds all competing products on operating distance, price, weight, and quality. Application industries include industrial equipment, agricultural equipment, recreational vehicles, and many more.

David Posey, President of HSI Sensing, said, "We are really excited about the betterment of this product. We continue to evaluate all of our products, and improve them as technology evolves."

For more information on customization or performance specifications, contact HSI Sensing at USA (405) 224-4046 or write to steelsensing@hsisensing.com.

About HSI Sensing

Established in 1968, HSI Sensing is an ISO 9001:2000-registered company that designs, develops, and manufactures reed switches, proximity sensors, and other sensing technologies. It provides custom and standard sensing solutions to industries including aerospace, agricultural, computer/electronic, construction, fluid processing, lawn/garden/turf, medical, military, security, and telecommunications. Specific applications in which HSI products are used include burglar alarms, commercial and military jet engines, commercial lawn mowers, defibrillators, hearing aids, pacemakers, space station/space shuttle functions, test, measurement and diagnostic equipment (TMDE), Vagus nerve stimulators, valve-position monitoring devices, wireless devices, etc. Customers include Fortune 500 companies as well as other key players in the global marketplace. For more information, contact HSI Sensing USA at 405-224-4046 or visit www.hsisensing.com.

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