

NEWS RELEASE

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For immediate release



HSI SENSING TO BE FEATURED ON "WORLD'S GREATEST!" TV SHOW

CHICKASHA, Okla., U.S.A (September 1, 2010) — HSI Sensing (formerly Hermetic Switch, Inc.), a designer and manufacturer of reed switches, proximity sensors, and other switch technologies, was selected to appear in the prestigious "World's Greatest!" TV show, a fast-paced broadcast tour of fascinating and unique companies, products, and people around the globe.

HSI proudly features its people, products, and strategy during the fourth season of "World's Greatest!" The show's new line-up is said to include some of the most respected and visionary people and companies in the world, covering everything from household names that you've grown up with to family-owned companies that have made a name for themselves.

HSI Sensing will appear on the ION Network on "World's Greatest!" TV Show, Episode 135. Times and dates are as follows: Monday, September 13 at 10:30 a.m., Tuesday, September 14 at 6 a.m., and Wednesday, September 15 at 5:30 a.m. All time indications are Central Standard Time.

Ryan Posey, VP Operations at HSI Sensing, said, "We are extremely flattered to be included in such a highly regarded television show. And, of course, we were excited to share our product technology and business strategy with the world. From the time they contacted us to the actual production shoot in Chickasha, we knew we had something special to present."

For more information, call (405) 224-4046 or write to info@hsisensing.com. The show will be available for viewing and download on September 15, 2010 at www.hsisensing.com.

About HSI Sensing

Established in 1968, HSI Sensing is an ISO 9001:2008-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.