

## NEWS RELEASE

Nicole Dansereau, Marketing Manager  
HSI Sensing  
3100 Norge Rd.  
Chickasha, OK 73018 USA  
P. 405-224-4046 F. 405-224-9423  
[nicole@hsisensing.com](mailto:nicole@hsisensing.com)  
[www.hsisensing.com](http://www.hsisensing.com)  
*For immediate release*



## HSI SENSING TO BE FEATURED ON “*TODAY IN AMERICA*” TV SHOW

**CHICKASHA, Okla., U.S.A (January 13, 2011)** — 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 esteemed *Today In America* TV show, an educational, documentary-style perspective of manufacturers and their impact in America today.

HSI Sensing showcases its people, products, and strategy during *Today In America*, which is hosted by award-winning broadcaster and former NFL quarterback, Terry Bradshaw. The show is dedicated to delivering educational programming that is unparalleled in the industry.

The HSI Sensing segment will air Saturday, January 22, 2011 at 3 p.m. CST on FOX Business Network. The show is also available to view and download [www.hsisensing.com](http://www.hsisensing.com).

Ryan Posey, VP Operations at HSI Sensing, said, “We were honored to be included in such a highly ranked television news broadcast. Having the opportunity to present our product technology and business strategy with the world is not an everyday occurrence. Among our third-generation story, our custom products, and our amazing staff, we knew we had something remarkable to share.” For more information, call (405) 224-4046 or write to [info@hsisensing.com](mailto:info@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](http://www.hsisensing.com).