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PRESS RELEASE

CounterBalance Corp. Unveils New Product at NYC Trade Show

North Venice, FL (October 1, 2009) – CounterBalance Corporation, the makers of CounterBalance systems, introduces the *Counter-A-SYST*, a product designed to neutralize the weight of moving countertops.

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* 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 International Hotel Motel and Restaurant Show in November.”

CounterBalance Corporation forecasts the *Counter-A-SYST* will generate great interest among the medical, hospitality, foodservice, airline and retail industries along with several corporate and educational institutions.

The *Counter-A-SYST* will be presented for live demonstration at the Jacob K. Javits Convention Center’s International Hotel/Motel & Restaurant Show held in New York City. Exhibits will be open from November 8 -10 following a Hospitality Leadership Forum on November 7. The International Hotel/Motel & Restaurant Show features some of the most well-known companies in the hospitality industry including most major hotel brands.

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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