

NEWS RELEASE

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The logo for CounterBalance Corporation, featuring the company name in a bold, italicized sans-serif font. The word "Counter" is in black and "Balance" is in black. A red triangle points downwards from the bottom of the word "Balance".

CounterBalance

CounterBalance Corporation Launches New Website

NORTH VENICE, FL – February 4, 2014 - CounterBalance Corporation, the manufacturer of counterbalance torsion springs, today announced the release of its new and improved cbal.com website. The completely revamped website will provide customers with a more interactive and streamlined experience for finding products and information.

“People that visit our website are looking for a solution,” remarked Lou Mintzer, Vice President of Sales and Marketing for CounterBalance Corporation. “Now we have solutions for our customers available online, and most importantly, they are easy to find,” said Mintzer.

The new cbal.com features the following site enhancements:

- Scrolling navigation with drop down menus and a separate footer menu
- Responsive pages that auto-fit smartphones, tablets and computers
- Interactive forms that allow file uploading and online submission
- Direct website links and contact information for local distributors
- A Frequently Asked Questions page addressing common inquiries
- Community involvement page showcasing company participation

About CounterBalance Corporation

CounterBalance Corporation is the original equipment manufacturer of the counterbalance torsion spring, used to lift lids, covers, hatches, countertops and electro-mechanical equipment. Counterbalances are used in diagnostic equipment, industrial and commercial applications, corporate offices, restaurants, hotels, foodservice equipment, military vehicles and educational institutions. CounterBalance Corporation provides complete design, application and prototyping services to assist in the development of its products. For additional information about products and services, please visit www.cbal.com.

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