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FOR IMMEDIATE RELEASE

CounterBalance Corporation Launches New Website

NORTH VENICE, FL – March 23, 2010 - CounterBalance Corporation announced the launch of its new website, over the weekend. The website features flash animation, detailed product photo's, live video streamed from YouTube, point and click submission for PDF forms and many other exciting additions.

CounterBalance forecasts that the website will receive more visitors than ever before. "The last couple years we have really seen a change in the industry," remarked Lou Mintzer, Vice President of Sales and Marketing for CounterBalance Corporation. "People rely on having instant access to information now; if you can't provide that for them you are already behind the curve."

CounterBalance also plans on adding expandable engineering drawings to each product page. "When we were working on the website we wanted to appeal to engineers, designers and sales minded people, equally."

The website homepage offers three different entrance points, each on focuses on a different part of the company. One entry point is designed for engineers and focuses on the products, one focuses on designers and offers solutions for various types of applications and the last is designed for sales minded people by focusing on the company and its accomplishments. "We did our best to include all of the different types of personalities that we work with," explained Mintzer. "I feel that we have accomplished this through the new website."

To visit CounterBalance Corporation's new website or for more information, go to: www.cbal.com. 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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