



2009 Work Truck Show – Booth #1692

FOR IMMEDIATE RELEASE

Contact: Jessica Levy
EZ Connector Media Relations
Mobile +1.714.292.2990
jessical@ezconnector.com

EZ CONNECTOR INTRODUCES ADAPTER SOLUTION FOR ITS ELECTRICAL CONNECTION TOWING SYSTEM

Company Showcases New Adapters for Its Award-Winning EZ Recreational 7-Pin (EZR7) During 2009 NTEA Work Truck Show

CHICAGO – March 4, 2009 – EZ Connector Inc. (www.ezconnector.com), developer and manufacturer of high-performance products for improving the safety and reliability of electrical trailer and towing connections, today announced that the company has introduced a new adapter for its EZ Recreational 7-Pin (EZR7) electrical towing connection system. The backward-compatible male and female adapters are designed to connect EZ Connector's EZR7 to legacy 7-blade RV connectors, enabling users to take advantage of the EZR7's many benefits while converting their vehicles and trailers. EZ Connector is conducting live demonstrations of its water- and corrosion-proof electrical connection system in Booth #1692 at the NTEA 2009 Work Truck Show, March 4-6, 2009 in Chicago.

Designed with a tighter fit and tolerance than in legacy connectors, EZ Connector's new adapters mitigate the "wobble" in the legacy plug end of the adapters to improve the electrical contact. The adapters are an ideal interim solution for the industry – both with individuals who may need to tow another's trailer with a legacy electrical connection and businesses who want to gradually convert their legacy systems to the high-quality EZR7 system.

"We are pleased to offer the truck equipment industry our new adapters, which allow users to experience the many safety and reliability benefits of our EZR7 without having to immediately convert all of their vehicles and towing implements to our water- and corrosion-proof electrical connection system," said Joe Cardoza, President of EZ Connector.

The EZR7 electrical connection system ensures that electrical components such as lights and brakes work every time a trailer or other equipment is towed. Available in several models including traditional and fifth-wheel versions, the EZR7 is designed as a universal configuration that can adapt to a variety of applications. Unlike the common blade plugs available in today's market, the patented EZR7 uses spring-loaded face-to-face contacts so that drawbacks such as arcing and contact abrasion from frequent cycling are eliminated. The combination of spring-loaded pins and fixed contacts also allows for electricity to easily pass from socket to plug, and mitigates problems such as voltage drop due to increased electrical resistance and the resulting open-circuiting of brakes and lights. In addition, the EZ Connector product is the only vehicle-trailer connector that has been Society of Automotive Engineers tested and certified as waterproof and corrosion-resistant when in use, given its built-in double o-ring seals. EZ Connector uses neodymium magnets to hold the plug and socket together rather than a latch. The sheer strength of these magnets provides additional support for keeping the plug and socket affixed in a variety of situations including vibrations, abrupt movements and bumpy road conditions, while allowing for both plug and socket to immediately release in case a user forgets to disconnect the trailer from vehicle.

The EZR7 adapters are expected to retail in the \$30 range, while the EZR7 system is available for less than \$100. For more information, purchase locations and selling opportunities please visit the company's website at www.ezconnector.com or call the company at +1-559-686-5889.

About EZ Connector Inc.

EZ Connector Inc. designs, manufactures and distributes the patented EZ Recreational 7-Pin (EZR7), which is the first plug/socket combination of its kind on the market to improve the reliability of the vehicle/trailer connection. Designed with ease-of-use, reliability and safety in mind, EZ Connector's suite of electrical towing connection products is ideal for a variety of military, fleet, recreational, non-commercial and commercial applications, including boating, farming, RV, trucking and other activities. EZ Connector also manufactures an array of complementary products to enable a safer, simpler towing experience. The EZR7 is winner of *Popular Mechanics* 2008 Editor's Choice Award for outstanding achievement in new product design and innovation. Headquartered in Tulare, Calif., EZ Connector Inc. is a privately held company. For more information, please visit www.ezconnector.com.

#