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SEMA SHOW: Booth #38168, South Hall, Las Vegas Convention Center

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

EZ CONNECTOR SHOWCASES NEW SELF-CLOSING ELECTRICAL TOWING CONNECTION SYSTEM AT SEMA SHOW

New EZ Self-Closing 7-Pin (EZS7) Features Plug-and-Play Design for Industry's Only Water-Proof Connector

LAS VEGAS, Nev. – November 2, 2010 – [EZ Connector Inc.](#), developer and manufacturer of award-winning, high-performance products for improving the safety and reliability of electrical trailer and towing connections, today debuted its new electrical towing connection system at the SEMA Show, Nov. 2-5, 2010 in Las Vegas, Nev. EZ Connector's new EZ Self-Closing 7-Pin (EZS7) combined the high-quality, high-performance features of the company's award-winning EZ Recreational 7-Pin (EZR7) electrical towing connection system – all in a more compact, plug-and-play design. EZ Connector will be conducting live demonstrations of its water- and corrosion-proof electrical connection system and adapters in Booth #38168 in the South Hall at the Las Vegas Convention Center.

Like the flagship EZR7, the new EZS7 ensures that electrical components such as lights and brakes work every time a trailer or other equipment is towed. Available in several models for bumper and fifth-wheel installations, the EZS7 is designed as a universal configuration that can adapt to a variety of applications.

The new EZS7 is easier to install than the flagship EZR7 product since no drilling is required to mount into the existing holes of Ford trucks. Easy-to-install clips are provided to attach to GM and newer Ford vehicles with no drilling required. A watertight plug on the back of the connector plugs directly into the vehicle wiring harness for a no-fault connection. In addition, the newer system includes a shorter socket, allowing for easier mounting on the inside wall of the truck bed, which is particularly beneficial for fifth-wheel applications. EZ Connector has also integrated an attractive self-closing lid, thus eliminating the need for a dummy plug to keep out harmful elements.

"Our new EZS7 packs in all the cutting-edge features of our EZR7, including robust magnets, spring-loaded pins, flat contacts, and a water-proof design, plus a new easy plug-and-play design, which will make it even simpler for consumers and dealers to install," said Joe Cardoza, president of EZ Connector. "We are pleased to be showcasing this new product at SEMA, as we believe it will appeal to a wide range of users across the automotive industry."

Unlike the common blade plugs available in today's market, the patented EZ Connector products, including the new EZS7 and EZR7, use spring-loaded face-to-face contacts so that drawbacks such as arcing and contact abrasion from use 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 contact deterioration and corrosion, and the



resulting failure of brakes and lights. In addition, EZ Connector offers the industry's only vehicle-trailer connector that has been certified lab tested to the Society of Automotive Engineers standard for waterproof and corrosion-resistance 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. EZ Connector also offers backward-compatible male and female adapters designed to connect the EZR7/EZS7 to legacy 7-blade RV, 6-pin round and 4-pin flat connectors, thus enabling users to take advantage of the EZR7/EZS7's many benefits while converting their vehicles and trailers.

EZ Connector's new EZS7 will be commercially available in early 2011. 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 electrical towing connection products are ideal for a variety of military, fleet, recreational, non-commercial and commercial applications, including boating, equestrian, 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, one of SEMA's best by *Truck Trend Magazine*, and the 2009 Best New Product of the Year by the North American Trailer Dealers Association. Headquartered in Tulare, Calif., EZ Connector Inc. is a privately held company. For more information, purchase locations and selling opportunities, please visit www.ezconnector.com or call the company at +1-559-686-5889.

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