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EZ CONNECTOR WINS NEW PRODUCT SHOWCASE AWARD FROM SEMA, THE SPECIALTY EQUIPMENT MARKET ASSOCIATION

Company's EZ Self-Closing 7-Pin (EZS7-02) Electrical Towing Connection System Recognized for Its Innovative, High-Quality Design; Demos in Booth #32170

LAS VEGAS, Nev. and TULARE, Ca. – November 2, 2011 – [EZ Connector Inc.](#), developer and manufacturer of high-performance products for improving the safety and reliability of electrical trailer and towing connections, today announced that its EZ Self-Closing 7-Pin (EZS7-02) electrical towing connection system won a New Products Showcase Award from SEMA, the Specialty Equipment Market Association, at the 2011 SEMA Show, being held this week in Las Vegas. The EZS7-02 was the winning product in the Best New Van/Pickup/Sport-Utility Product category, and is being shown in Booth #32170 at the Las Vegas Convention Center through November 4, 2011.

The SEMA New Products Showcase recognizes the most cutting-edge automotive products either on the market or about to hit the market. This year, nearly 2,000 new products were submitted for consideration. Criteria that ranked high on the judges' selection for the New Product Showcase Awards included superiority of innovation, technical achievement, quality and workmanship, consumer appeal and marketability.

EZ Connector's EZS7-02 electrical connection system is designed as a plug-and-play solution that leverages the innovative, patented design of the company's EZR7, including face-to-face spring-loaded contacts, o-ring seals and magnetic hold. The EZS7 features a new self-sealing cover to keep salt water and contaminants out. Plus, the EZS7 is backward compatible with the EZR7, as well as to legacy connectors via EZ Connector's 4-, 6- and 7-pin adapters for easy conversion. At only 2 ¼ inches deep, installation in the sidewall of fleet vehicles for 5th wheel and gooseneck applications is much easier. The storage holder that mounts on the trailer to keep the plug clean



when not in use, also has a self-closing cover to keep it contaminant-free while traveling on the road.

"EZ Connector's EZS7-02 is a great example of the industry's innovation and technical achievement. Our judging committee selected EZ Connector's EZS7-02 as a stand-out product from among many other products debuting at the SEMA Show," said Peter MacGillivray, SEMA VP of Events and Communications. "We are pleased to recognize EZ Connector with this award."

"We are honored that SEMA has recognized our EZS7-02 as a winner in its New Products Showcase," said Joe Cardoza, president of EZ Connector. "This award is a testament to the innovative design and advanced features of our EZS7-02. The user-friendly features and a water-proof, corrosion-proof design are what make our products ideal for a variety of commercial and recreational applications."

For more information on the EZS7-02 and other EZ Connector products, as well as 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 electrical connection towing systems 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 recreational, non-commercial and commercial applications. EZ Connector also manufactures an array of complementary products to enable a safer, simpler towing experience. The company's flagship product – 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, please visit www.ezconnector.com.

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