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EZ CONNECTOR WINS *POPULAR MECHANICS* EDITOR'S CHOICE AWARD

EZ Connector's EZ Recreational 7-Pin (EZR7) Electrical Connection System Honored During 2008 SEMA and AAPEX Shows

LAS VEGAS, Nev. – November 6, 2008 – 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's innovative EZ Recreational 7-Pin (EZR7) electrical towing connection system has been honored by *Popular Mechanics* with the magazine's Editor's Choice Award at the 2008 Specialty Equipment Market Association (SEMA) and Automotive Aftermarket Products Expo (AAPEX), both being held this week in Las Vegas, Nev. Each year Popular Mechanics' automotive editors single out the best new products showcased at the SEMA and AAPEX automotive aftermarket exhibitions, and present each winner with an Editor's Choice Award in acknowledgement of outstanding achievement in new product design and innovation.

"It is an honor to be recognized by *Popular Mechanics*' esteemed group of editors with this award," said Joe Cardoza, President of EZ Connector. "With its innovative design and attention to safety and reliability features, we believe that the EZ Connector EZR7 electrical connection system is poised to transform users' experiences by ensuring that electrical components such as lights and brakes work every time they tow a trailer or other equipment."

EZ Connector is conducting live demonstrations of its water- and corrosion-proof electrical connection system in Booth #1575 at the AAPEX show through Thursday, November 6, as well as being featured in the show's New Product Showcase.

The EZR7, which is available in several models including traditional and fifth-wheel versions, 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 socket/pin 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 dropping due to increased cycling 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. Also, 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 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 POPULAR MECHANICS

Popular Mechanics (www.popularmechanics.com) is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, *PM* reports in depth on the science and technology behind major issues -- including such stories as disaster planning, hydrogen fuel and other energy alternatives, military expenditures, and digital privacy. Each month, nearly 9 million readers turn for advice and news to the magazine's editors and contributors, including the likes of Jay Leno, astronauts Buzz Aldrin and Tom Jones, and roboticist Daniel H. Wilson. In addition to its U.S. flagship, *Popular Mechanics* publishes nine editions around the world. *Popular Mechanics* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 18 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (75.6 million total adults, according to MRI, Spring 2008).

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. Headquartered in Tulare, Calif., EZ Connector Inc. is a privately held company. For more information, please visit www.ezconnector.com.

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