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EZ CONNECTOR WINS FIRST PLACE FOR BEST NEW PRODUCT FROM THE NORTH AMERICAN TRAILER DEALERS ASSOCIATION

Company's EZ Recreational 7-Pin (EZR7) Electrical Towing Connection System Recognized for Its Innovative Design, Reliability and Safety Features

TULARE, Ca. – October 13, 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 was awarded first place for Best New Product of the Year by the North American Trailer Dealers Association (NATDA). EZ Connector's EZ Recreational 7-Pin (EZR7) electrical towing connection system was recognized during the annual NATDA convention held in Louisville, Kentucky.

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.

EZ Connector's EZR7 was selected from more than 30 new products entered into this year's competition. The products were voted on by a panel of judges helming from the trailer dealer industry.

"Our esteemed group of judges – all who know the ins and outs of trailers and towing products – found EZ Connector's EZR7 to be a stand-out product based on its innovative and high-quality design, as well as its ease of use and safety features," said Andy Ackerman, president of NATDA. "We believe that EZ Connector's products are complementary to the high-quality trailers that our members are selling to consumers and businesses across the continent."

"We are honored that the NATDA recognized us with its Best New Product of the Year award, and believe that this award is a testament to the due diligence that our team has spent researching, designing and manufacturing innovative products for the light- and medium-duty trailer industry," said Joe Cardoza, president of EZ Connector. "EZ Connector's products give trailer owners and operators the added assurance they need that their important cargo is always safe. This safety assurance, coupled with user-friendly features and a water-proof, corrosion-proof design, are what make our products ideal for a variety of commercial and recreational 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 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, the EZ Connector product is the 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 to legacy 7-blade RV connectors, thus enabling users to take advantage of the EZR7's many benefits while converting their vehicles and trailers.

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.

The North American Trailer Dealers Association is the only professional business association in North America that serves the light and medium duty trailer dealers and brings them together as a unified team. By uniting the trailer dealers within a professional business association, NATDA is able to provide dealers with only the very best benefits, programs and education available.

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, 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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