

NuBaxTM
Advanced Seating Technology



For Immediate Release
5 June 2007

Frost & Sullivan Lauds NuBax Limited for its Superior Automotive Seating Technology

NuBax Limited is pleased to announce that it has been awarded the Frost & Sullivan 2007 Emerging Company of the Year Award in the European Automotive Seating Technology Market, for its value-added and enhanced product offerings to automotive seating suppliers.

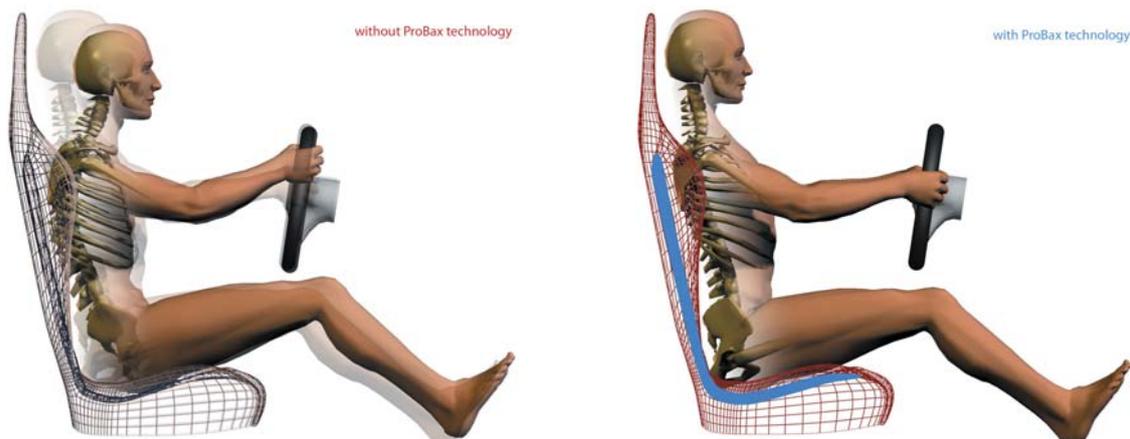
"We are delighted to have been recognised by such a prestigious organisation at this stage of our development" said Ian Moore, NuBax CEO. Frost & Sullivan Research Analyst Mr Andrew Lee noted, "The emergence of NuBax in the automotive industry provides seating suppliers with the much-needed opportunity to increase comfort and safety, while reducing costs, vehicle weight and space."

NuBax first unveiled its revolutionary seat technology at the Transport Research Laboratory (TRL) in Wokingham in October 2005. Launched under the brand name ProBaxTM, the ProBaxTM seating technology offers ground-breaking benefits in comfort and health by improving the posture of occupants through the clever use of automotive grade foams.

In 2005, Lotus became the first manufacturer to benefit from the ProBaxTM technology, having introduced the technology in its 2006MY Elise and Exige models. "With the removal of an incredible 1.2 kg from the total weight of Lotus vehicles, there are significant opportunities to save costs and reduce vehicle weight," says Mr Lee. "Besides, the reduction is expected to be higher for more complex seats found in other vehicle brands."

Based on foam technology, ProBaxTM seating changes the manner in which the occupant is supported, doing away with a number of other more complex seating technologies such as air bladders and adjustable lumbar supports. This offers weight-saving opportunities in addition to cost savings in components, production and warranties.

"In all instances comfort levels are increased," remarks Mr Lee. "The improved comfort levels provide a number of health benefits, increase driver safety and help to maintain the optimum driving position that maximises the safety features of the vehicle and minimises the risk of whiplash in the event of an accident. Being technology focused, the company will continue to work with leading Tier 1 seating suppliers, providing licences for the ProBaxTM technology."



Fundamental to the entry strategy of NuBax, having experienced the benefits of the ProBax™ seating technology, Lotus provides consultancy and sales support. "Having Lotus onboard has proved to be hugely beneficial for us. Not only has it enhanced our credibility, but it has spread the word on our technology eliminating the need for us to invest heavily in in-house professionals from the automotive industry," added Mr Moore.

The presence of NuBax in motor sport has allowed the benefits of its technology to be realised and shared by racing drivers across the American Le Mans Series (ALMS), GT Racing and Formula One teams.

Testimony to the success of NuBax, a subsidiary of the TAG Group became its largest single shareholder in December 2006, with a 15 per cent stake in the company. Whilst both sides are keeping the financial details of the deal under wraps Mr Moore confirmed that the transaction was in the Euro millions price range. "This development will accelerate our growth plans and provide a strategic partner with global expertise in branding and product positioning," adds the NuBax CEO.

The Frost & Sullivan Award for Emerging Company of the Year is presented each year to the company that has demonstrated excellence within its industry. The Award is based on numerous factors including the company's business development, competitive strategy, and leadership within a particular Frost & Sullivan Industry Research Group (IRG).

In making the award to NuBax, Frost & Sullivan added, "The emergence of NuBax into the automotive industry provides seating suppliers with the opportunity to meet market challenges for increasing comfort and safety, while reducing costs, weight and space. NuBax has brought a unique and exciting technology that provides benefits throughout the automotive value chain, including vehicle manufacturers and end-users and is therefore deserving of our 2007 Emerging Company of the Year Award in the European Automotive Seating Technology Market."

Receiving the award, Mr Moore concluded, "We have maintained a structured, methodical expansion and growth plan and are now starting to see some very interesting developments not only in the automotive field but also in our Furniture and Aviation Divisions. All three Divisions are planning for new worldwide product launches during the rest of 2007."

About NuBax

Formed in 2004, NuBax's ground breaking technology can be incorporated into most forms of seating. Automotive, Aviation and Office Furniture are the company's primary markets. NuBax is working with a number of global OEM's in these industries. The technology improves a person's posture whilst seated, significantly enhancing comfort by maintaining the natural curvature of the spine. Trials have proven a number of significant additional health benefits including; increased blood flow for the seat occupant which could reduce the incidence of DVT-like events, a potential reduction in disc related problems, a safer driving position, reduced muscle fatigue and increased levels of concentration. The technology was recently launched in seating for the health care industry and further launches are expected this year in office furniture, private aviation and in a range of vehicles.

About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities.

Notes to Editors

Benefits of ProBax™ design: Maintains correct curvature of the spine; Eliminates reverse pelvic tilt; Minimises pressure under the coccyx; Manages the Ischial pressure points; Limits pressure under the hamstring muscles; Provides support under the pelvis; Is effective for 95% of the population; Requires no upholstery or frame changes. ProBax™ and the ProBax™ logo are registered trademarks of NuBax Limited. All other trademarks are property of their respective owners.

For further information on NuBax Limited, the NuBax technology or ProBax™ visit: www.nubax.com or email info@nubax.com

For further information on Frost & Sullivan visit www.frost.com or email Sandra Holze, on sandra.holze@frost.com