



NuBax[®]
Advanced Seating Technology



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NuBax & MTS Sign Exclusive North American Licence for ProBax[®] Seating Technology

NuBax Limited, the UK based innovative seating technology company, has signed an exclusive license for the North American market with MTS seating of Temperance, Michigan. The deal, announced today at the 2008 Hospitality & Design Expo in Las Vegas, gives MTS sole rights to the ProBax[®] seat technology for Banquet, Convention and Conference seating.

The foam-based ProBax[®] technology improves the postural position of an individual whilst seated, significantly enhancing comfort by maintaining the natural curvature of the spine. ProBax[®] not only relieves muscle fatigue by maintaining proper support and posture, but clinical trials performed in the U.S. and U.K. have demonstrated significant health benefits, including increasing the body's blood flow. This can help maintain concentration levels and reduce fatigue, important in the conference and convention arenas.



Without ProBax[®]



With ProBax[®]

In addition to reducing back pain and muscle fatigue, the dramatically improved posture also places the body in a more upright position. This raises the natural eye-line, reducing the shoulder tension and neck strain often associated with long periods in a conference like situation.

“At MTS, we have continually sought ways to improve the comfort of our seating solutions. We understand the health benefits ProBax delivers, and we’ve experienced the improved comfort firsthand when we added it to our products”, said Bart Kulish, Vice President and General Manager, MTS Seating. “We believe that offering ProBax is the right thing to do for our customers, and that doing so will further differentiate our products from the competition.”

The technology will be available across the MTS stackable seating range. MTS is the leading US supplier of seating for conference and banqueting venues.

“This is another milestone signing in the evolution of NuBax and we are delighted to again be partnering with a market leader such as MTS”, said Ian Moore, C.E.O. of NuBax. “By incorporating the ProBax technology into the quality designs of MTS we believe we can take seating comfort to a new level. With its reputation for performance, value innovation and service MTS is the ideal partner to develop the ProBax® name and technology in Banquet, Convention and Conference seating.”

ProBax® seating technology is already widely available in the furniture industry both in the US and in NuBax’s home UK market. Launches of Healthcare and Patients seats took place with leading manufacturers in 2007 where the improved body functions associated with the technology are possibly even more valuable than comfort related benefits. ProBax® modified seats can also be found in University and library breakout seating, office chairs and conference venues across the UK.

“We are particularly pleased to expand our product range into conference and banquet seating in the US”, said Susannah Maynard of NuBax’s Furniture Division. “The conference industry is continually searching for ways of enhancing seat comfort and the ProBax® option added to MTS’s range, offers just that. We are convinced that the product will be an enormous success in a sector where comfort, coupled with increased attention span, is a highly desirable combination”.

NuBax’s patented technology can be incorporated into most forms of seating, with Automotive, Aviation and Furniture being the Company’s primary markets. Two years ago, Lotus became the first car manufacturer to introduce the NuBax technology, branded as ProBax® in all its current road models. 2007 saw involvement with several high profile racing team launches and the technology is currently being tested by leading vehicle manufacturers where it has both reduced weight and delivered performance benefits.

Similarly, technology from NuBax is already available in the rarefied air of the corporate jet market. Marketed as AeroBax® for aviation applications, the technology is bringing improved comfort and health benefits to the elite travellers in private aircraft. By offering potential to reduce weight by eliminating the need for bulky lumbar mechanisms the technology is also gaining interest from commercial carriers.

NuBax is dedicated to the continued evolution of seating in all environments and further establishing the comfort, medical, safety and cost benefits associated with the technology.

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For further information on NuBax Limited, ProBax® or AeroBax® technology please visit: www.nubax.com or email info@nubax.com