

NuBax[®]
Advanced Seating Technology



MEDIA RELEASE

25 February 2014

ProBax[®] moves into VIP Stadium Seating

NuBax Limited, the UK Company behind the ProBax[®] seat technology, announced today an extension of its agreement with Euroseating International of Spain which will see seats incorporating the ProBax[®] technology available in VIP sports stadium seats.

Euroseating Intl is one of Europe's leading manufacturers of Performing Arts Seating. They already hold a worldwide a license to manufacture ProBax[®] containing seats for use in cinemas, theatres and auditoriums; this extension sees the license expanded to cover stadium seating.

"We have an excellent, long-standing relationship with Euroseating so it makes sense to work together in new areas", said Ian Moore NuBax C.E.O. "Since ProBax[®] can be incorporated into almost all foam based there is very little difference in the production methods involved".

Euroseating have expanded their VIP Stadium seating business significantly over the last 18-months. In 2013, they produced over 30,000 VIP seats for a wide range of domestic and international sporting venues over the whole globe including the Kazan Arena, (Kazan, Russia); Sonora Stadium (Hermosillo, Mexico); National Stadium (Bucharest, Romania); and the Twente Stadium (Holland).

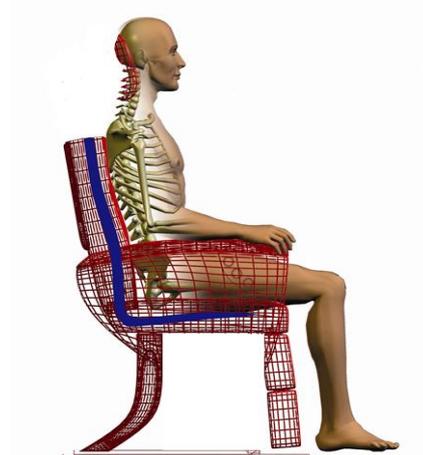


Recent Euroseating Installations

The patented ProBax[®] dual foam technology reconfigures the foam structure within the seat base to encourage an anatomically correct posture in the seat user. This in turn leads to reduced back ache and decreased muscle fatigue. Improved blood and oxygen flow brought about with ProBax[®] improve concentration levels. Above all, ProBax[®] technology dramatically increases the comfort experience for the seat user.



Slumped seated Posture without ProBax®



Healthier, more comfortable seated posture with ProBax®

Requiring no changes to the seat frame, design or upholstery, the seat can be upgraded simply by changing the base cushion to incorporate the ProBax® design. A ProBax® seat meets all regulatory requirements and despite a marginal initial on-cost actually pays for itself over the life of the project by increasing the longevity of the seat base by up to 20% compared to the original.

For people attending sporting events and paying for the very best seats, the very best of comfort is expected. The new VIP ProBax® seats reach comfort ratings some 75% above other seats.

The improved posture brought about by ProBax® has other, less obvious benefits. "There is definitely an increased feeling of depth between the rows with ProBax® seats", claimed Tejinder Jouhal at the ICA. "Many of our regulars ask if we have increased the distance between the seats; which of course we haven't".

Euroseating are also developing a new fully upholstered plastic seat offering based on their highly successful ES500 model. This product will be positioned between the bleachers and VIP seating. A ProBax® offering of this seat should be available by Spring 2014 bringing increased comfort to an even greater number of stadium goers.

"For our customers if we can improve comfort, make the seat last longer and give a better feeling of space for the seat user that has to be an attractive package", added Ramon Fernandez, Euroseating Partner. "ProBax® takes our already good seat offering and adds that little bit extra."

With the short lead time required to change a conventional seat to a ProBax® offering the first installations are expected before the end of H1 2014.

For further information please contact:

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