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Sky Creations and ProBax® Deliver the Fastest Conference Chairs in Holland!

Sky Creations has won the contract to supply 900 high back Stellar meeting/conference chairs to the Postillion Hotel in Utrecht Holland. The chairs will be delivered in August 2010.

Sky's Stellar chairs incorporate ProBax® advanced seating technology from NuBax, as fitted to Lotus Elise and Exige high-performance sports cars. Five years ago, Lotus became the first car manufacturer to introduce the NuBax technology, in its 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.

The Postillion Hotel is part of the Dutch owned Postillion Hotels Group which has five similar facilities throughout Holland. Postillion Hotels Group had seen the chair at first hand in the Novotel in Amsterdam Central, one of the biggest business conference hotels in Amsterdam with over 650 Stellar chairs in its meeting and conference rooms. The chairs were selected for their stylish design coupled with ProBax®, the unique ergonomic seat support technology. 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®

"I am delighted that in this difficult market the proven benefits of our technology are giving our partners a significant and unique competitive advantage, enabling them to win high-value contracts", said Ian Moore, C.E.O. of NuBax. NuBax Limited owns all intellectual property rights to the technology and is dedicated to the continued evolution of seating, further promoting the comfort, medical, safety and cost benefits associated with their ground-breaking technology.

Sky Creations and ProBax[®] help Coventry Meeting Delegates Stay on the Ball

In an additional contract award, Sky Creations was also chosen as the furniture provider for the Ricoh Arena (home of Coventry City Football Club) to help conduct a major refurbishment. Sky Creations supplied breakout and soft seating to their lounges and the Stellar high back conference chair complete with tip up tables for their meeting, conferencing and dining areas.

Daniel Gidney, Chief Executive of The Ricoh Arena said, "We wanted to move away from the traditional looking conference chairs and the Stellar chair was ideal", proving yet again that style and ergonomics can be achieved without compromising design.

ProBax[®] seating technology is already widely available 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. MTS markets the technology in the North America for Conference and Convention seating. ProBax[®] modified seats can also be found in University and library breakout seating, office chairs and conference venues across the UK.

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

NuBax continues to expand its licensee base and is currently developing products for heavy industrial vehicle use, educational seating, auditoriums and the office environment. The patented technology can be incorporated into most forms of seating, with Automotive, Aviation and Furniture forming the primary markets for the company.

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For further information please contact:

Jon Hall on behalf of NuBax Limited on +44 (0)1932 878 440 or email jon.hall@nubax.com

or

John Hoath on behalf of Sky Creations on + 44 (0)1844 210 280 or e mail john@skycreations.co.uk

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