

PRESS RELEASE

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Media Contact:
Steve Rodrig
Measurement Ltd., Inc.
2001 Route 46, Suite 310
Parsippany, NJ 07054
Phone: 973.402.4242
Email: Steve.Rodrig@ml-ltd.com



Measurement Ltd. Launches New Tire Pressure Monitoring System (TPMS) – An Affordable “Clean Hands” Alternative to Costly Wheel-mounted TPMS

Parsippany, NJ – October 25, 2006 – Measurement Ltd. today announced the launch of a new product that combines their trademark Accutire® sensor-based digital technology with an easy-to-use and cost-effective Tire Pressure Monitoring System (TPMS). The new product, called **Accutire Monitor™** (Model MS-4359), retails for under \$70 and is an affordable alternative to the wheel-mounted TPM systems that will be mandatory in all new cars in the U.S. by 2008.

This innovative new product will be unveiled next week at the AAPEX (Automotive Aftermarket Products Expo) show in Las Vegas on October 31 through November 2, 2006. The AAPEX show is the world’s largest business-to-business event for the \$250 billion automotive aftermarket industry. At the show, Measurement Ltd. will be located in **Booth #230** on the Upper Level of the Sands Expo Center.

Steve Rodrig, Director of Operations for Measurement Ltd., explained the unique features of this product: “the Accutire Monitor™ system provides four specially designed tire caps that can be programmed with the correct tire pressure for your vehicle by using the accompanying programming digital tire gauge. The tire gauge encodes the caps with the correct tire pressure through the use of Measurement Ltd.’s proprietary (patent pending) sensor technology. Essentially, the caps and the tire gauge ‘talk’ to one another through sensors.”

Rodrig continued, “Once the programmed caps are placed on the tire valve, they stay in a ‘sleep’ mode until the consumer wants to check the tire pressure. He or she can simply hold the Accutire Monitor™ gauge next to the cap (no need to touch or unscrew the cap, keeping hands clean) – the cap ‘wakes up’ and changes color to indicate the range of air pressure that’s inside the tire. It’s like a ‘magic wand’ because the cap won’t change color until the tire gauge’s sensor activates the cap. If the cap changes to green, this indicates a correct, satisfactory tire pressure, from 90% to 120% of pressure for that tire. Yellow indicates slightly under-inflated but acceptable pressure; from 80-90% of pressure. Red indicates under-inflation at below 80% of pressure, alerting the consumer that it’s time to add air. And blue is an indication that the tire is actually over-inflated by more than 120%, and the owner should release some air to achieve a safe pressure reading.”

In September 2000, the Bureau of Transportation Statistics published the results of an Omnibus Household Survey that reported that there were approximately 193 million licensed vehicles

traveling on America's roads. In that same year, the Federal Highway Administration estimated that there were 6,356,000 car accidents. Vehicles with incorrect tire pressure are known to contribute greatly to the number of accidents, hence the government's decision to require TPMS in all new vehicles by 2008. But for the millions of pre-TPMS cars on the road, the only option has been for consumers to pay to have a wheel-mounted TPMS installed, at a cost of approximately \$500 per vehicle. The BTS Omnibus Survey also reported that over half of American households owned two or three vehicles, and one in ten households owned four or more, representing a cost of \$1,000-2,000 per household to retrofit their older cars with TPMS. At that cost, it is unlikely that many consumers will be able to afford to have the wheel-mounted TPMS installed on their existing vehicles.

Bob Van Zeyl, Director of Sales and Marketing at Measurement Ltd., commented: "We're excited to bring this product to the marketplace at the AAPEX show this week. With the introduction of the Accutire Monitor™ system, consumers now have an easy and affordable way to monitor their vehicle's tire pressure without the expense of having the more invasive wheel-mounted system installed. The Accutire Monitor™ system (with patents pending) is the first tire pressure monitoring system that allows consumers to get the benefits of the more costly alternative, at a fraction of the cost."

At a retail price of less than \$70 and with its ease of use and high degree of accuracy, the Accutire Monitor™ system will encourage car owners to check their tire pressure regularly, making more vehicles safe on the roads. Consumers can look for this product at better retailers.



About Measurement Ltd., Inc.

Measurement Ltd. is a global designer and manufacturer of sensor-based products. They design and manufacture "private label" equipment for original equipment manufacturers (OEMs) as well as creating consumer products under their own trademark brands, **Accutire®**, **Park-Zone®** and **Accutape®**.

For more information on Measurement Ltd., please visit their website at www.Measurement-Ltd.com.

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