



Manufacturers of PowerQuick Powered Personal Ascenders
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Press Release

For Immediate Release

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PowerQuick, Inc., Superior Design Concepts finalize Joint Venture

March 22, 2010 – PowerQuick, Inc., Dayton NV, and Superior Design Concepts, Sterling Heights MI announced today that they have finalized a joint venture to develop and market technologies for the PowerQuick product line. The venture, PowerQuick Concepts, Inc., will be located at SDC's Sterling Heights facility.

PowerQuick, Inc. holds intellectual property for the PowerQuick Powered Ascender product line, which was developed under a US Defense Advance Research Project Agency (DARPA) contract. This innovative powered climbing tool operates like a personal elevator for personnel who use rope access for working at heights. The products are sold internationally for industrial climbing, tactical and rescue professionals. SDC is a full service design, engineering, and manufacturing company that specializes in supplying completed components or assemblies for fixtures or tooling to a wide variety of industries, including defense, automotive, industrial and the medical equipment.

The senior management team, led by their respective presidents Cathryn Jacobson, and Jerry Czubytyj and PowerQuick Chief Engineer Michael Jacobson, has developed a comprehensive strategy to develop new technologies to compliment the current product line. These will be manufactured in the US allowing the products to be Berry compliant in accordance with Kissell amendment to American Recovery and Reinvestment Act (H.R. 1).

“The current PQ 500, which is our signature product, is manufactured in India under an OEM contract, but all international sales are through PowerQuick, Inc. and our international distributors. All contracts and operations will now be transferred to the new joint venture,” said Mrs. Jacobson. We look forward to manufacturing our new products in the US and to making the move to Michigan. “We serve several of the industries that are in the Michigan target growth areas including alternative energy, homeland security and defense. We were very encouraged by the skilled work force, university resources and business incentives the state has to offer as well as the excellent capabilities of our new partner.”

“Superior Design Concepts is delighted to be joining forces with PowerQuick in bringing new technologies to the market. This joint venture leverages our manufacturing capabilities and PowerQuick’s innovative product line allowing us to expand and diversify our offerings making both of our companies stronger,” said Czubytyj. “Superior Design Concepts will continue to operate independent of the joint venture providing our current

services to our customers. We plan to relocate to a larger facility within the next month that will support our combined operation.”

PowerQuick Concepts will continue to market new products under the PowerQuick brand. “Before PowerQuick the powered rope climbing technology didn’t even exist. We’ve spent five years establishing stringent industry safety standards for powered ascenders and developing the PowerQuick trademark in the marketplace as the industry leader for quality and safety. With the Superior Design Concept’s manufacturing expertise and by managing our QA program in house our products and our quality will only improve,” said Jacobson.

For more information visit www.powerquickinc.com or www.sdconcepts.com.

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