



NEWS RELEASE FOR IMMEDIATE RELEASE

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LOFA Industries, Inc. Introduces Their North American Partnership With BEDIA Motorentechnik

ATLANTA, December 12, 2007 - LOFA Industries, Inc., a privately held manufacturer and distributor of quality engine components, introduces their North American partnership with BEDIA Motorentechnik. BEDIA has over 20 years of experience as a manufacturer of quality liquid level sensors using solid-state capacitive technology.

The **PLS-40** series point level sensor is designed for industrial applications and is ideal for monitoring engine oil and coolant levels. These heavy-duty compact switches are compatible with 12 and 24-volt systems, available in a variety of thread sizes, and can be used for oil, fuel, or aqueous mediums. Some of the available parameters include minimum or maximum level switching, self-test function, and plus or minus switch output. Additionally, the PLS-40 has the ability to delay the switch output which helps prevent unintentional switching caused by movement in the medium. BEDIA's solid-state technology eliminates the primary cause of failure – mechanical fatigue of typical float switches. The PLS-40 point level sensor functions on the capacitive measurement principle. The electronic components sense when the probe is immersed in liquid by the differing capacitance between liquid and air.

BEDIA sensors installed on an engine's radiator are an ideal means to protect an engine from overheating. It is a commonly held belief that a temperature switch is adequate to protect the engine from overheating. However, if a radiator hose burst and the engine lost all coolant fluid, the temperature sensor would be worthless since a temperature switch requires that the probe is in the medium in order to detect temperature. BEDIA sensors can protect an engine by alarming the customer or shutting down the engine when the engine loses coolant, which in turn prevents the engine from overheating.

ABOUT LOFA INDUSTRIES, INC.

LOFA INDUSTRIES, INC., a privately held company based in Atlanta, Georgia, manufactures and markets high quality engine control systems, panels and accessories to the off-highway industrial diesel engine industry. Providing innovative leadership, custom controls and turnkey solutions to the industry are central to LOFA's strategic mission. For more information visit www.LOFA.net

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PLS-40 Oil & Fuel



PLS-40 Aqueous