

FOR IMMEDIATE RELEASE



Media Contact:
Steven Rodrig
Measurement Ltd., Inc.
Phone: 973-402-4242
Email: steven.rodrig@ml-ltd.com

Measurement Ltd. Signs Licensing Agreement with Michelin Lifestyle Ltd. to Develop Line of Michelin-Branded Digital Tire Gauges

Michelin Designs Based on the Successful Line of Accutire® Gauges, Plus a New Design Incorporating the Unmistakable Michelin Man Mascot, Bibendum

May 2008 – Measurement Ltd. announced that it has signed a licensing agreement with Michelin Lifestyle Ltd. to produce a line of Michelin-branded digital tire gauges. The four gauges, which feature Measurement Ltd.'s proven Accutire® technology, were unveiled at the Automotive Aftermarket Products Expo (AAPEX) at the Sands Expo Center in Las Vegas, NV (Booth #1145). The gauges will be available at retail and other automotive specialty stores.

“The Accutire line of tire pressure gauges are already used by millions of motorists worldwide, which is why we partnered with Measurement Ltd. to develop this Michelin-branded line of trusted automotive accessories,” said Daniela Gould, head of marketing at Michelin Lifestyle Ltd. “As with our tires, if the Michelin name is on it, motorists know they’re getting the best.”

“With more than 25 years experience developing tire pressure gauges, we’re proud to put the Michelin name on our proven, accurate and best-selling line of Accutire digital tire gauges,” said Steve Petrucelli, managing director at Measurement Ltd. “The Michelin name is one of the world’s most trusted and respected automotive brands, and pairing it with our Accutire line will greatly enhance its sell-in and sell-through potential.”

All four Michelin-branded gauges are built around Measurement Ltd.'s Accutire technology, which is accurate to within 0.1 PSI. The gauges all feature soft, rubberized grips, ergonomic designs and large, easy to read LCD displays that activate when pressed against the tire valve. Each gauge measures pressure from 5 PSI to 99 PSI in half-pound increments. Specific features of the Michelin-branded gauges include:

- **“Bibendum” Keychain Tire Gauge** (Model 12273) – Shaped like the Michelin Man himself, the gauge’s compact design is perfect for car, pocket or purse. MSRP: \$7.99
- **Ergo Design Tire Gauge** (Model 12277) – With its comfortable grip and larger LCD screen, the gauge makes taking accurate tire pressure measurements a breeze. Fits easily in a car’s glove compartment. MSRP: \$12.99
- **Pistol-Grip Tire Gauge** (Model 12278) – The contoured shape of the Pistol-Grip Tire Gauge allows drivers to take accurate measurements with less chance of contact with dirt and grime build-up from the tire. Fits easily in a car’s glove compartment. MSRP: \$14.99
- **Programmable Tire Gauge** (Model 12279) – Complete with a larger, back-lit LCD display, LED-illuminated tip and storage pouch, the Programmable Tire Gauge is the perfect accessory for serious drivers. After the initial set-up, the gauge remembers the settings for each tire on your vehicle and displays the difference between the programmed and current tire pressure. MSRP: \$29.99

– more –

The Michelin-branded tire gauges will be sold in Michelin retail stores, retail auto parts stores, car dealerships, major discount retailer chains and other locations starting in January 2008. For more information or to place an order, please call Customer Service at 973-402-4240.



Bibendum Keychain Tire Gauge (Model 12273)



Ergo Design Tire Gauge (Model 12277)



Pistol-Grip Tire Gauge (Model 12278)



Programmable Tire Gauge (Model 12279)

About Measurement Ltd., Inc.

Measurement Ltd. is a global designer and manufacturer of sensor-based products. The company designs and manufactures "private label" equipment for original equipment manufacturers (OEMs), and creates consumer products under its own trademark brands, Accutire®, Park-Zone® and Accutape®. For more information, please visit us online at www.measurement-ltd.com.

About Michelin Lifestyle Ltd.

Based in the UK, Michelin Lifestyle Limited (MLL) is responsible for Michelin's world-wide brand licensing program. MLL works with licensing partners to develop innovative, stylish and desirable Michelin products in the areas of automotive accessories, cycle accessories, footwear, apparel, accessories and equipment for work, sport and leisure and a range of gifts, collectibles and personal accessories promoting Michelin's heritage and culture.