General Magnaplate Corporation is proud to announce the appointment of a new licensee, SEC Plating Pty Ltd., to provide its NEDOX® family of coatings to customers in Australia and New Zealand. General Magnaplate currently has licensees in the UK, Sweden, the Netherlands, Germany, India and Japan. SEC Plating Pty Ltd. was established in 1947 and is currently one of Australia’s leading suppliers of electroplating and electrochemical plating services to industry.

“We are delighted to have formed this relationship with a trusted coatings provider to enable our coatings technology to be made widely available in Australia and New Zealand,” reports Candida Aversenti, CEO and Board Chair at General Magnaplate Corporation. “Many of our customers rely on our expertise for application problem solving and we are confident that SEC Plating has the knowledge and resources to continue our philosophy of working alongside the engineer, rather than simply selling a product.”

General Magnaplate’s NEDOX® family of coatings has been engineered to protect metal parts, including aluminum, against wear, friction, corrosion, sticking and galling. NEDOX improves parts made of less durable and less costly metals by adding physical properties that permit them to outperform and outwear even chrome and stainless steel. The coating dramatically increases surface hardness – up to Rc 68 (940 Vickers scale) – and is self-lubricating for both extended wear and superior mold release. Most of the NEDOX® coatings meet USDA/FDA and AgriCanada codes.

Roger Jacobs, Managing Director of SEC Plating Pty Ltd., comments, “We are proud to be working with General Magnaplate and are excited about the prospect of making NEDOX® available to our customers. There is no coating technology currently available in Australia that performs like NEDOX and we look forward to introducing its wear, corrosion and friction protection properties to the many industrial markets we serve from biotech and defense, to mining and oil and gas.”

“SEC has established an unequaled reputation in manufacturing here in Australia as an efficient, highly reliable supplier, utilizing state-of-the-art electrochemical process technology, production and control techniques.”
General Magnaplate’s CEO Receives Human Spirit Award from sharingVillage

At the end of 2009, Candida Aversenti, General Magnaplate’s CEO, was presented with the Human Spirit Award by the sharingVillage Survivor Groups at the landmark home of the United States Equestrian Team Foundation Headquarters in New Jersey. According to Shelley Zlotkin, Executive Director of sharingVillage, the award recognizes and reflects Candi’s generous spirit in her role as Board Member and Volunteer Coach for their Driving for Surviving program.

sharingVillage Survivor Groups is a privately funded, non-profit organization dedicated to providing creative tools to help cancer survivors and their families understand and cope with the challenges of living with illness. The Group’s Driving for Surviving program is specifically designed to meet the needs of child cancer survivors through expertly taught multi-disciplinary, equestrian experiences. The organization’s mission has expanded to include rescuing horses from slaughter and training them as vital members of the Driving for Surviving team.

“sharingVillage’s Driving for Surviving program is unique in the way that it addresses the needs of children who have experienced a life impacting diagnosis and are now planning a post treatment lifestyle,” remarks Candi Aversenti. “Playing a role in the organization is reward enough, but I am very flattered to be recognized by my peers. I consider myself very lucky to be able to combine my love for horses with the healing of children who have experienced a traumatic life event. As a mother of five, I truly appreciate what sharingVillage has set out to achieve.”

Shelly Zlotkin comments, “We would like to thank Candi for her hands-on contribution to sharingVillage and our Driving for Surviving program. It’s great to be able to honor her commitment with our annual Human Spirit Award and to recognize the time and effort she has dedicated to our very worthy cause.”

Candi, herself, is a world-class American Saddlebred equestrian. She has won numerous awards, including two world championships – US Amateur Road Horse Under Saddle and Amateur Roadster Pony Driver. In 1996, she was named a ‘Legend of the National Horse Show’ at Madison Square Garden for her decades of award-winning performances and her contributions to the sport.

sharingVillage is a 501c3, NJ Not for Profit Corporation supported exclusively through the generosity of private donations. To contribute, or learn more, please call 908-234-0334 or visit: www.sharingvillage.com

TRADE SHOW CALENDAR

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<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tr>
<td>Offshore Technology Conference (OTC)</td>
<td>May 3-6, 2010</td>
<td>Reliant Park, Houston, TX</td>
<td>8438</td>
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<tr>
<td>Powder &amp; Bulk Solids International</td>
<td>May 4-6, 2010</td>
<td>Donald E. Stephens Convention Center, Rosemont, IL</td>
<td>3733</td>
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<tr>
<td>Atlantic Design &amp; Manufacturing Show</td>
<td>June 8-10, 2010</td>
<td>Javits Convention Center, New York, NY</td>
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<td>Process Expo</td>
<td>July 18-20, 2010</td>
<td>McCormick Place, Chicago, IL</td>
<td>17014</td>
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<tr>
<td>Pack Expo</td>
<td>October 31 – November 3, 2010</td>
<td>McCormick Place, Chicago, IL</td>
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MAGNAPLATE ADDS TWO NEW FACES TO TECHNICAL SALES TEAM

Bill Everett is a new addition to the General Magnaplate technical sales team and his territory covers the southeast including Alabama, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia.

Bill brings a wealth of experience in the surface treatment industry and in his last position he focused on the non-woven, textile, printing, and chemical markets. He made his start in the manufacturing industry in 1986 as a field representative for an anilox roll manufacturer, which built, engraved, and restored anilox metering rolls for flexographic printing. Bill is a graduate of Kennesaw University.

Bill can be contacted via the New Jersey plant on Tel: (908) 862 6200.

General Magnaplate welcomes Gil Pereira whose territory in Canada covers from Hwy 404 to Windsor – East to West – and Barrie/Midland to St. Catherine/Niagara – North to South.

Gil has over 25 years worth of industry experience having worked in the metal finishing, automotive, aerospace, chemical, and electronics industries. We are sure General Magnaplate’s customers will benefit from his wide industry experience!

A graduate of the University of Waterloo, Ontario, Gil also has a number of other accreditations including ISO Internal Auditor, Statistical Process Control (Canadian Supplier Institute), Basic Waste-Water Treatment (Ministry Of The Environment), Treatment of Metal Waste Streams (University of California) and Industrial Treatment (University of California).

Gil can be contacted via the Ajax, Ontario, plant on Tel: (905) 686-2277.

HCR DEBUTS IN THE UK WITH POETON AS APTICOTE 355

General Magnaplate is pleased to announce that its MAGNAPLATE HCR® coating is now available in the UK through its longtime licensee, Poeton Industries Limited. According to Trevor Amos, Group Sales Manager for Poeton, HCR is a very useful addition to Poeton’s product offering because of the exceptional corrosion resistance offered by the coating. MAGNAPLATE HCR will be offered under the name of APTICOTE 355, while HCR-F (compliant version for use in food applications) will be known as APTICOTE 356.

The Poeton Group is a privately owned business that was founded in 1895 and is a supplier of world class functional surface coatings and research and development to customers all over the world. The group is approved by most of the major aerospace and defence OEM’s and also holds ISO 9001-2008, ISO 140001 and Nadcap certifications at both of its UK production sites.

“An aluminum rail used for missile launching from aircraft had to be able to provide resistance to varying temperatures while also providing corrosion resistance and a low co-efficient of friction. HCR was the ideal choice for this application. It’s also being used now for solving many sub-sea application problems, such as extending the life of electronic housings used in the oil and gas industry.”

Trevor adds, “We are proud to be associated with General Magnaplate because our companies share a similar philosophy in terms of solving problems for our customers. We market our coating products under the APTICOTE trade name, and this encompasses the process itself, the component design and material, the operating conditions and the customer requirements. Our approach is to solve the customer’s problem, not sell him a process. To this end, Poeton employs a team of skilled sales engineers and R&D / technical staff dedicated to solving our customers’ application needs.”

For more information on the Poeton Group please visit: www.poeton.co.uk
WHAT IS HCR?
MAGNAPLATE HCR® is a proprietary surface enhancement technology that produces a harder-than-steel surface (up to the equivalent of Rc-65) on aluminum parts. In addition, it exhibits extraordinarily improved corrosion resistance over hard anodizing and withstands salt spray (MIL-A-8625 and ASTM B-117) exposure in excess of 15,000 hours. By combining the hardness of aluminum oxide ceramic with the sealing action of metallics and proprietary polymers, it imparts previously unattainable levels of hardness, corrosion resistance, and permanent lubricity to aluminum and aluminum alloy parts.

CORROSION RESISTANCE
A MAGNAPLATE HCR “synergistic” coating exhibits far superior levels of salt spray resistance on aluminum than either conventional hard anodizing or even any other Magnaplate coating. A 0.002” coated surface shows no substrate decomposition due to corrosion after 15,000 hours of salt spray exposure — 44 times the MIL-SPEC of 336 hours. NASA tests of Shuttle parts indicate that parts coated to a thickness of 51 microns (2.0 mils) “should provide superior corrosion protection for a prolonged period of time.”

FDA COMPLIANCE
MAGNAPLATE HCR-F is compliant for use in “food contact” involving repeated use, such as food processing equipment. No other surface enhancement coating can give aluminum parts 10,000 hours of salt spray corrosion resistance in food contact applications and meet the NSF 51 standard.

ADHERENCE AND IMPACT RESISTANCE
Because MAGNAPLATE HCR becomes an integral part of the parent metal, it cannot peel, chip or flake off, nor can it be nicked. That reduces problems caused by contamination from loose particles. Its impact resistance is limited only by the structural strength of the base metal to which it is applied.

COATING TOLERANCES/THICKNESS
With very few exceptions, a consistently uniform MAGNAPLATE HCR coating, which ranges in thickness from 0.001-0.0025” per side, can be applied to prebalanced impellers. Precise control of finished coating thickness (±10%) permits use on close-tolerance parts such as threaded members. By undersizing the outside pitch diameter by approximately four times the coating thickness prior to coating, the original thread sizes can be maintained after coating. The finish of the surface after MAGNAPLATE HCR application will be equal to or slightly rougher than the original surface. While not recommended, slight burnishing, lapping, or honing can be performed on a coated part, if necessary. However, removal of the surface material should be no more than 0.0002”.

HARDNESS
Aluminum parts coated with MAGNAPLATE HCR exhibit superior hardness. Per a NASA Technical Memorandum, “MAGNAPLATE with a coating thickness of 51 microns is highly recommended. It not only affords excellent corrosion protection but presents a very hard (about Rc 65), wear resistant and durable surface.”

EFFECTIVE TEMPERATURE RANGE
MAGNAPLATE HCR coated parts exhibit strength and self lubricity down to -110°F (-79°C). Parts can also operate effectively at temperatures as high as 600°F (316°C) at intermittent operating conditions.

WEAR AND ABRASION
Equilibrium wear rate using Taber abrasion testing method #6192 of FED STD #141 (CS-17 wheel): 0.275mg per 1000 cycles. Exceeds MIL SPEC requirements by up to 35%.

FRICITION PROPERTIES
MAGNAPLATE HCR coatings provide smooth, slippery surfaces with permanent lubricity. This characteristic eliminates the problem of “stick-slip” in which higher breakaway friction causes undesirable vibration.

DIELECTRIC PROPERTIES
MAGNAPLATE HCR exhibits excellent dielectric characteristics without affecting the high conductivity of the substrate. Its performance as an insulator is excellent. The coating won’t break down — even at 2,000 volts. Because the proprietary engineering polymers impregnated into the coating do not absorb water, volume resistivity values remain unchanged even after prolonged water exposure.

THERMAL CONDUCTIVITY
Enhanced aluminum exhibits rapid heat and cold transfer. By converting an original single flat aluminum crystal into millions of surface facets, MAGNAPLATE HCR permits heat distribution within the encapsulated outer surface that surpasses that of untreated aluminum. The proprietary polymers used in the impregnation process have a heat conductivity of 1.7 ± .03 Btu/hr/sq. ft/deg. F/in and a heat capacity of 0.25 Btu/lb/deg. F.

For more information, or to request literature on any of our “synergistic” surface enhancement coatings, contact:

Linden, NJ ■ Arlington, TX ■ Ventura, CA ■ Ajax, Ontario, Canada
(800) 852-3301 ■ Fax: (908) 862-6110
E-mail: info@magnaplate.com ■ Web Site: http://www.magnaplate.com