



SafeEffect
TECHNOLOGIES
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Please find attached, proposed announcement for immediate release.

Regards

Safe Effect Technologies Ltd

Vin Morley
Chief Executive Officer

BRADING INTO THE FUTURE™



SafeEffect™

TECHNOLOGIES

Safe Effect Technologies Limited

Total Braking – a new patent for superior technology

Safe Effect Technologies Ltd (SafeEffect™) is pleased to announce that they have been granted a patent in the USA and European Economic Community for their unique Sealed Integrated Braking System (SIBS™) technology combining a 3-in-1 total braking system: service, emergency and parking brake. The novelty and uniqueness of this concept lies in the combination of three, independently activated braking systems. This is the only patent known to incorporate a genuine 3-in-1 braking system all within the confines of a single enclosed and sealed brake housing. This is an important evolutionary step for the wear-free and pollution free SafeEffect™ braking technology, maintaining maximum safety and performance for the life of the application.

A typical braking system such as found in vehicles includes only service (foot pedal operated brake) and hand brake arrangements. Modern passenger vehicles do not have a proper emergency brake. The fundamental difference between a hand brake and an emergency brake is that a hand brake needs to merely **hold** a vehicle stationary after it has been stopped. An emergency brake is a braking mechanism, independent of the main service brake, that is capable of actually **stopping** a vehicle (travelling at full speed) in an emergency.

SafeEffect's braking system offers a genuine emergency brake, independently activated. That means that in case of failure of the primary brake or hydraulics activating the primary brake, the emergency brake is fully capable of stopping the vehicle (or machine). This 3-in-1 brake is the solution to many Occupational Health and Safety issues, where current braking systems do not offer an emergency brake as standard, thus endangering equipment operators.

Currently, emergency brakes either are not incorporated in heavy equipment (that utilizes brakes) or an emergency brake needs to be specially added at high cost.

Importantly, this technology will benefit both industrial and automotive applications. The SIBS 3-in-1 brake is already being incorporated into the garbage truck brake currently under development by SafeEffect.

This patent is a significant and important breakthrough and will serve as the basis for licensing of the technology in global markets. The cost of the SIBS™ 3-in-1 brake is virtually the same as the cost of the standard SIBS™ and therefore the technology is expected to meet with rapid acceptance in markets such as mining and military. The client, and thus the equipment operator, receives the benefit of a fully operational emergency brake at no extra cost. Military applications, where safety and reliability are difficult to maintain with extreme demands on equipment will also benefit from this system.

Ultimately, SafeEffect hopes to see their SIBS™ technology on passenger vehicles. In the near future though, the 3-in-1 brake will be marketed to the lucrative heavy truck brake market (independently estimated to be worth in excess of \$40 billion in USA alone) and to the ubiquitous industrial brakes market where operator safety is critical and within the next few months to the stop and go vehicles market.

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