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PRESS RELEASE

FOR IMMEDIATE RELEASE

Inventory and Level Controls for Bulk Solids

Rock Falls, IL, United States – November 1, 2010 - “We are pleased to announce that we will be introducing and exhibiting several NEW products to the upcoming World of Concrete Exhibition in Las Vegas, Nevada January 18-21, 2011”, says Joe Lewis, Managing Director.

Products on display will include the Model RH/RHX Rotary Paddle Bin Level Indicator, the Model RH/RHX High Temperature Bin Level Indicator, Model VHS Vibrating Element Level Control, Model WC Inventory Measurement System and Model IPH Inductive Proximity Sensors. All units are designed specifically for Concrete Batching facilities providing either control of filling, reorder of material or inventory management.

The Model RH/RHX is a rotary paddle bin level indicator that UNIQUELY combines a group of features in an economical package not available elsewhere. This unique bin level indicator is now to be available in a high temperature version allowing it to be installed where process temperatures can be as high as 750 degrees F. As with its standard temperature cousin, the Model RH/RHX High Temp unit provides a unique combination of features including; 1) Flexible Folding Paddles, 2) SUPER BRIGHT locally visible LED's indicate material normal and alarm conditions, 3) DPDT relay output fail-safe on power failure, 4) four bearings for smooth shaft rotation, 5) automatic motor shutoff when material is present, and 6) food grade materials of construction. This combination of features makes the Model RH/RHX truly unique in the industry.

The Model VHS is level control sensor based on vibrating element technology and will detect materials with densities less than 1lb/ft³ up to 60+ lbs/ft³ in side or top mounted orientations. The sensor is solidstate with no moving parts to wear out. It provides a relay output for control and has a wide array of options to fit nearly every need.

The Model WC is a smart inventory sensor based on proven principles. The Model WC combines a robust and proven design with multiple output capability including 4-20mA, RS485 and relay. The Model WC can also be equipped with standard digital or analog receiving indicators or the unique Model WCI LCD based visual inventory management system.

BlueLevel provides *Just Level* service strategy. *Just Level* is designed to anticipate, meet and exceed the needs of BlueLevel Technologies customers and their industries bringing decades of process measurement and control expertise directly to the user.

Visit the BlueLevel Technologies booth at the 2011 World of Concrete Exhibition, booth number N1154 in the North Hall. In addition, please visit the BlueLevel Technologies website at www.blueleveltechnologies.com.

For more information contact Joe Lewis, Managing Director, at 888-61LEVEL (53835), 815-625-2224, 815-625-2226 (FAX) or by email joe@blueleveltechnologies.com

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