



FOR IMMEDIATE RELEASE

NUCAP to Get NRS Brake Technology “Out to the Street”

Toronto, Ontario (Oct. 24, 2007) — NUCAP Industries Inc. recently announced a broadcast-based advertising campaign for its revolutionary NRS anti-delamination and noise abatement product line.

NRS projects metal teeth into the brake pad friction material, locking the pad to the plate and preventing any delamination. Other pads can delaminate due to the breakdown of the adhesive bond between friction and plate. This causes noise and may pose a safety risk. NRS applied pads provide quiet and safe braking every time, including giving drivers the assurance of 100% stopping power to the last millimeter of friction.

“We’re taking NRS into the broader market via radio and television spots to better educate the installer about NRS’ availability and its capabilities, plus help the installer and enthusiast markets understand that NRS is available for a broad range of domestic and foreign nameplate vehicles – in North America,” said Bill Payne, NUCAP’s Vice President of Marketing.

The initial broadcast campaign is designed to create interest and drive visits to NUCAP’s NRS Microsite, where the viewer can gain more detail on the many reasons why NRS is embedded in the brake pads of more than 30 million vehicles on the road today. The campaign’s messaging mirrors NUCAP’s on-going trade/web campaign - identifying the positive attributes of the technology, while highlighting some of the brake product duty cycle challenges that NRS was designed to solve.

“It’s really about throwing some light on a technology that is hidden under the friction material and to assist our customers with creating the value proposition for NRS-Equipped pads,” continued Payne. “Up until now, it’s been a hidden feature, but one with significant potential impact on the product feature/benefit story beyond its excellent performance capabilities. Our ultimate goal is to assist our customer beyond just improving the state of the art in brake technology and create interest in these technologies and the products that use them.”

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NUCAP’s NRS anti-delamination technology provides a more secure and permanent bond by utilizing specially engineered hooks to prevent delamination noise and provide increased sound reduction.

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NUCAP

NUCAP will be airing the 30 second Radio and Television spots on Satellite Radio and Cable TV programming specific to the 20-55 Male demographic and within programs that speak to the automobile service professional and car enthusiast.

For detailed information on where and when NRS commercials will air, see the included media schedule.

NUCAP's mission is to bring innovative technical solutions to its customers, assisting them to stay in the forefront of brake technology.

For more information, visit nrsbrakes.com.

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Visit www.nucap.com for information on NUCAP's full range of braking products.