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## **KSS LAUNCHES NEW WEB SITE**

**STERLING HEIGHTS, MI (April 1, 2009)** - Key Safety Systems (KSS), a leading global supplier of advanced engineered safety products, including inflators, airbags, seatbelts, and steering wheels for automotive and non-automotive markets, is pleased to announce the launch of its new and improved website. The new site can be found at [www.keysafetyinc.com](http://www.keysafetyinc.com).

“The investment we have made in our new website represents the continuing commitment to better serve our customers and stakeholders while expanding the KSS brand,” said Jason Luo, KSS President and Chief Executive Officer. “Even in challenging times, great companies focus on improving customer service and executing strategic initiatives.”

The newly redesigned website will be an integral part of KSS’ communication plans for business and product-related information while supporting the overall KSS strategic vision to operate as a seamless global company offering innovative technology, quality excellence, customer satisfaction and cost efficiency.

### **About KSS**

Key Safety Systems (KSS) is a global leader in the design, development and manufacturing of automotive safety-critical components and systems including inflators, airbags, seatbelts, and steering wheels. Its products are featured in more than 300 vehicle models produced by over 60 well-diversified customers worldwide. KSS is headquartered in Sterling Heights, Michigan with a global network of 34 sales, engineering, and manufacturing facilities generating approximately \$1 billion in sales. The company has 4 main technical centers located in the U.S., Germany, China, and Japan.