



FOR IMMEDIATE RELEASE

CONTACT: Steve Trentman - KSS
trentms@keysafetyinc.com

**KSS COMMENCES PRODUCTION OF INFLATABLE SEATBELT
Safety Technology Leader Named Finalist for 2011 Automotive News PACE™ Award**

STERLING HEIGHTS, MI (February 23, 2011) – Key Safety Systems (KSS), a leading global supplier of advanced engineered safety products, including inflators, airbags, steering wheels, and seat belts for automotive and non-automotive markets, has commenced production of the industry's first rear-seat Inflatable Seatbelt. This innovative new technology is available on the newly redesigned Ford Explorer which received the 2011 North American Truck of the Year Award. KSS first introduced the Inflatable Seatbelt in November of 2009 and is now in volume production, making it available in the global marketplace.

The KSS Inflatable Seatbelt has been selected as a 2011 finalist for the highly coveted and distinguished Automotive News PACE™ Award. The PACE™ Award ceremony will be held at the Max M. Fisher Music Center in Detroit on April 11, 2011. "We are very excited and honored to be recognized as a PACE Award finalist" said Mr. Mike Moore, KSS Seat Belt Engineering Director. "We are pleased to have achieved our first Inflatable Seat Belt production launch, and our teams are fully engaged supporting requests to increase the market availability of this important safety device."

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, steering wheels, and seat belts. 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. The company has 4 main technical centers located in the U.S., Germany, China, and Japan.