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FOR IMMEDIATE RELEASE

MAXIMUM EFFICIENCY WITH NEW MAXLUBE LUBRICANT
Customers Can Install Cables Faster, Reduce Tension Stress to Cabling

WADSWORTH, Ohio (September 18, 2007) – MaxCell, maker of a flexible, multi-celled, textile innerduct system, has added MaxLube to its productivity enhancing product line. Developed in partnership with lubricant industry leader American Polywater, MaxLube provides maximum reduction in friction, allowing customers to install cables faster, with less tension being exerted on the cable.

MaxLube is specifically designed for use with MaxCell's flexible innerduct system, a light but strong, flexible alternative to traditional innerduct. According to MaxCell President Jerry Allen, MaxLube is designed to meet customer needs for an easy to use, effective cable lubricant.

"MaxCell performs at its best with lubricated cabling, to keep friction to a minimum. MaxCell used with a quality lubricant like MaxLube provides the fastest pull possible," said Allen. "Our customers have reduced installation times significantly by using MaxCell's strong but light, easier to pull innerduct. We've designed a lubricant that complements MaxCell perfectly and is simple and fast to apply."

MaxLube lubricant goes on as a thin film, and performs even after it has dried. The lubricant is available in quick use disposable wipes for shorter length installations, or a spray bottle for continued use. The spray bottle can also be used to re-saturate MaxLube wipes for quick application.

About MaxCell

More than 120 million feet of MaxCell innerduct has been installed around the world in a variety of applications, including cable TV, telecom, power/utilities, municipalities, university, corporate and hospital campuses any military/government installations. For more information, visit www.maxcellinnerduct.com

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