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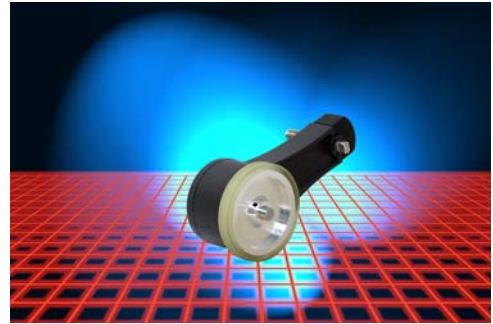
Encoder Products
Company, Inc.
(EPC)

Press Release

Tru-Trac™ From Encoder Products Company Is The Ultimate Complete Measuring Wheel Solution!

FOR IMMEDIATE RELEASE

Sagle ID, February 1, 2005: Encoder Products Company, manufacturer of the popular Accu-Coder™ brand encoders, is paving the path of simplified linear measurement. Introducing **Tru-Trac™**, the better solution for your encoder and linear measuring wheel applications. This innovative new design integrates an encoder, measuring wheel and adjustable spring loaded torsion arm into a single, easy-to-mount, compact unit that simplifies system design and installation, saving both time and money. **Tru-Trac™** provides accurate measurement of distance, velocity, or position over a variety of surfaces. The adjustable spring loaded torsion arm provides flexible wheel pressure adjustments allowing **Tru-Trac™** to be mounted in almost any orientation, even upside-down. The threaded mounting shaft on the pivot axis is reversible in the field, making it easy to change your installation location.



With a composite housing that eliminates static build up, measurement speeds of up to 3,000 feet per minute, and a wide variety of configuration options, **Tru-Trac™** is the perfect solution for countless applications. Plus, it comes with the reliability of Accu-Coder™ and is protected by Encoder Products Company's best-in-the-industry three year warranty, so you know your **Tru-Trac™** will provide years of trouble free use.

For additional information contact EPC, PO Box 249, Sagle, ID 83860, 800-366-5412, www.encoder.com.

For Immediate Release