



NEWS RELEASE

For Immediate Release

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Bel-Art Products Acquires Assets of Magic Touch Icewares International

Pequannock, NJ – December 18, 2009 – David Landsberger, President of Bel-Art Products has announced the company's acquisition of the assets of Magic Touch Icewares International Corporation. Bel-Art Products is a manufacturer of racks, bottles, magnetic stirring bars, sampling tools and other supplies for the laboratory, education and industrial markets. Magic Touch Icewares International Corporation was a supplier of ice buckets, ice pans and floating racks with its core customer base in the same markets.

In making the announcement Landsberger stated "We are very pleased to be able to bring Magic Touch products into the Bel-Art Products portfolio of brands. Our Scienceware line covers a wide cross section of daily laboratory and research functions, but has not included a lot of depth in insulated ice buckets and pans. Magic Touch has a well-earned reputation for quality that has made it widely used in laboratories and schools worldwide."

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Subsidiaries: Maddak, Inc. • Nutech Manufacturing Corporation • Applied Coatings, Inc.

He added, "One of the important benefits the Magic Touch line provides users compared to competitors is its ability to hold liquid nitrogen, in addition to ice, dry ice and dry ice/alcohol slurries, all of which are used for stabilizing temperature sensitive samples. The ice buckets, pans and racks are all molded of expanded polymer foam which has superior insulating properties while being lightweight, chemical resistant and virtually unbreakable."

Bel-Art Products will continue to manufacture Magic Touch™ products in the United States in a choice of six colors: Blue, Black, Yellow, Purple, Red and Green and the line will be shipped from their Pokomoke, Maryland warehouse. Susan Gitelson formerly President of Magic Touch Icewares International Corporation has been retained as a consultant and will continue to work with the brand and its customers.

For more information on Bel-Art Products and the Magic Touch™ line of products call 1-800-4BELART, email info@belart.com or visit www.belart.com.

Bel-Art Products simplifies tasks with innovative product solutions for science, industry and healthcare. Over 3500 items from safety wash bottles to fume hoods are manufactured and marketed under well-known brand names including Scienceware® laboratory products, Spinbar® magnetic stirring bars, Sterileware® sampling tools, Secador® desiccator cabinets, KLETT® colorimeters and Poxygrid® racks. Established in 1946, Bel-Art Products is a United States based manufacturer headquartered in Pequannock NJ.

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