

**FORCE SENSOR MANUFACTURER INTRODUCES SIMPLER, FASTER ONLINE SHOPPING**

**SCOTTSDALE, ARIZONA (APRIL 20, 2010).** As part of its ongoing effort to streamline customers' ability to configure, price, and purchase its force sensors, Interface Inc. has unveiled a new online Web Store ([www.interfaceforce.com](http://www.interfaceforce.com)). Featuring real-time pricing and configuration integrated with the product features, specifications, and documentation, the Interface Web Store advances the current state of the art for e-commerce in its industry.

Interface is extending a 5% discount through May 2010 for first-time purchases made through the Web Store. Registered users of the Store will also receive exclusive Web-only deals. Due to international agreements, online pricing is available only to United States customers, but worldwide customers can use an interactive distributor locator applet to find Interface products in their region.

"The new Web Store is a natural step for our marketing and sales program," says Grant Shaffer, U.S. National Sales Manager. "Thanks to our in-house development talents we can determine what our customers are searching for and adapt the Web site to meet those needs in a matter of days, not weeks."

Interface CEO Ted Haller echoes the importance of the e-commerce initiative: "Our existing system for online sales is particularly tailored to large, established accounts. With the new Web Store, we cater to the needs of new customers, smaller accounts, and university students who want to buy now and ship now just like they're used to with other e-retailers."

Founded in 1968, Interface Inc. is a premier designer and manufacturer of load cells, torque transducers, and instrumentation for the automotive, aerospace, materials testing/metrology, medical, and oil and gas exploration industries. Interface load cells have always featured the tightest accuracy and highest voltage output of any major manufacturer.

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