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C E L E B R A T I N G

40 Y E A R S

New Hypertherm Cutting Institute Provides On Demand Training Online Classroom Helps People Learn More About Plasma

HANOVER, N.H.—Aug. 25, 2008—Hypertherm, the world leader in plasma arc metal cutting technology, today announced the launch of the Hypertherm Cutting Institute, a new online classroom that will help people learn more about Hypertherm's plasma products and plasma cutting in general.

The Hypertherm Cutting Institute, found at www.HyperthermCuttingInstitute.com, launches with two interactive and engaging courses aimed at its distribution channel. The courses are designed to give distributor salespeople the skill and knowledge they need to more effectively sell the world's most versatile and portable ½" plasma cutting and gouging system, the Powermax45. The first course focuses on the features and benefits of the Powermax45 and how the system can meet the cutting needs of end users. The second course guides salespeople on the use of supporting sales and marketing materials to increase sales of Powermax products.

"Hypertherm is committed to providing our business partners and other customers with the highest level of product education and support, from both a sales and service perspective," said Christopher Lorio, Hypertherm's Director of Global Customer Training. "The Hypertherm Cutting Institute takes our HySupport™ program a step further by providing on-demand eLearning courses, free of charge, to empower distributors and customers around the world."

Future plans call for expanding the Hypertherm Cutting Institute to include sales and service training for Hypertherm's entire line of products. In addition, Hypertherm plans to add introductory courses on plasma technology and cutting applications aimed at high school, technical, and university students, as well as anyone else who uses or is interested in plasma to cut metal.

Hypertherm designs and manufactures the world's most advanced plasma cutting systems for use in a variety of industries such as shipbuilding, manufacturing, and automotive repair. Its product line includes handheld and mechanized plasma systems and consumables, as well as CNC motion and height controls. Hypertherm systems are trusted for performance and reliability that results in increased productivity and profitability for tens of thousands of businesses. The company's reputation for plasma innovation dates back 40 years, to 1968, with Hypertherm's invention of water injection plasma cutting. The company has more than 1,000 associates along with operations and partner representation worldwide.

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