



FOR IMMEDIATE RELEASE

New Online Community for Auto Enthusiasts Debuts

HANOVER, N.H.—May 12, 2009—Hypertherm, the world leader in plasma arc metal cutting technology, today announced the launch of SeriousSparks.com, a new Web site for people who like customizing and restoring cars, professionally or in their own garage.



The site provides guidance on using plasma to cut metal during restoration and customization jobs. In addition, it provides an array of other information that makes it a one stop spot for car enthusiasts. An event section serves as a single resource for those wanting to know about automotive happenings in the United States—everything from hot rod racing events to swap meets to classic car exhibitions. A “Share Your Ride” section gives site visitors a chance to show off their cars, while a “Projects” section provides examples of how other people are using plasma to fix up their ride. The site also contains an extensive video section where users can see plasma in action.

“More and more car enthusiasts are discovering the benefits of plasma. They find it is faster, easier to use, and makes cleaner cuts than other types of cutting technologies. They also like plasma’s ability to gouge,” said Lisa Cosentino, content manager for SeriousSparks.com. “This site is designed to help car enthusiasts learn more about plasma and connect with other people interested in metalworking for cars.”

Plasma is fast becoming a must-have for people who love building and modifying cars. Whether they need to remove an old mounting bracket, bob the chassis, trim crossmembers, replace corroded and rusted body panels, or fix up a floor, a plasma cutter like the Hypertherm Powermax30 or Powermax45 can do the job.

Demanding professionals like Jay Leno’s Garage, Galpin Auto Sports, NuFormz Engineering, HOT Motorsports, and Eddie Paul prefer plasma because of its ability to cut most types of metal—including rusted, painted, and dirty metal. The professionals also like that it can make high quality, very narrow cuts on thin material with virtually no warping and a very small heat affected zone.

In addition to cutting, plasma can be used in place of carbon arc gouging to remove metal for weld preparation or for gouging out worn or cracked parts for repair or replacement. Plasma can also be used to pierce holes.

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 New Hampshire based company’s reputation for plasma innovation dates back 40 years, to 1968, with Hypertherm’s invention of water injection plasma cutting. The company, consistently named one of the best places to work in America, has more than 1,000 associates along with operations and partner representation worldwide.

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