

## **Press Release: CG-Lock Finalist at 2009 BRAKE Awards**

June 17<sup>th</sup> 2009.

With over 35 'saved lives' the CG-Lock is helping to reduce deaths and injuries on roads all over the world.

Crash tests demonstrate that the device does not adversely affect the safety of the seatbelt, indeed the data suggest that it enhances seatbelt safety.

The road safety charity 'Brake' ([www.brake.org.uk](http://www.brake.org.uk)) has recognised the impact on safety the CG-Lock is making and has selected the device into the finals of the innovation awards to be held in June.

"This is a great acknowledgement that the device is really helping to reduce injury and save lives" commented the Company Chairman Ron Cox, "when you read the testimonials and letters of thanks from vehicle crash survivors it really energises us to continue to bring this product to the wider public" he continues.

Lap Belt Cinch is currently short listing major companies to exclusively market and sell the device for the booster seat market where it adds significant stability to children travelling and eliminates seatbelt 'ejection' by holding the children in securely.

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Journalists please contact Dr Graham Cox at [enquiries@cg-lock.co.uk](mailto:enquiries@cg-lock.co.uk) for full media pack. The CG-Lock is available from Back In Action ([www.backinaction.co.uk](http://www.backinaction.co.uk)) the top back specialist furniture & bed retailer for the application of reducing backache for drivers and passengers in vehicles. It is also available via Demon Tweeks for the performance track day market and direct from [www.cg-lock.co.uk](http://www.cg-lock.co.uk). The CG-Lock (CG=Centre of Gravity) is a small palm sized device that fits onto the existing inertia reel seatbelt tongue in 2 minutes. The device has applications for performance (track days), 4x4 off road (incl. military), booster seats, mobility and posture. See more at [www.cg-lock.co.uk](http://www.cg-lock.co.uk)