



## For Immediate Release

# Forward Signs Global Partnership with ClearPlex

Santa Monica, CA – February 21, 2012 – Forward Industries, Inc. (NASDAQ:FORD), a leading global provider of mobile technology solutions, today announced that it has entered into a global exclusive license agreement with ClearPlex, LLC to sell Forward-branded products incorporating ClearPlex's patented glass film protection technology, to consumer electronics retailers, original equipment manufacturers and into other business-to-business channels.

Brett M. Johnson, Forward's President and Chief Executive Officer, commented: "Our strategy is to leverage innovative intellectual property to build a global, multi-channel (retail, corporate, online and OEM) consumer electronics accessory brand that defines itself through leading edge technology. A perfect example of our execution of this strategy is our partnership with ClearPlex and its patented protection technology, which further extends our portfolio of intellectual property partnerships focused on the consumer electronics accessory market."

ClearPlex Advanced Touchscreen Protection Film is a patented plastic film with a unique SR-coating that is applied to a glass surface and designed to protect the glass from being broken when impacted. Furthermore, it allows 98% visible light transmission compared to that of plain glass, yet rejects 99% of ultra-violet rays from the sun. ClearPlex originally developed its film to protect the windshields of race cars and off-road vehicles from high speed impacts of road debris at as much as 120 mph. However, ClearPlex and Forward believe that this same, patented technology is a perfect solution for protecting electronic touchscreens. Independent laboratory testing has shown that ClearPlex film offers a clearer viewing experience, a smoother tactile surface finish and a stronger impact resistant technology than the leading touchscreen protectors on the market. As such, ClearPlex is the clear choice for protecting smartphones, electronic tablets and readers, and any large touchscreen device.

Mr. Johnson continued, "In all my years in this industry, I have never seen anything like ClearPlex's protection film. The technology is truly revolutionary and has impressed every customer to whom we have demonstrated its optical superiority and protective qualities."

Peter Jensen, ClearPlex's President, commented: "We were approached by several potential partners to help us expand our reach. Forward's distribution strength and financial partnership approach impressed us the most. With the superior attributes of our film, along with the sales and marketing strength of Forward, we are confident that ClearPlex will make a considerable impact in this category."

Forward's initial range of ClearPlex branded products will include screen protectors for smartphones such as the iPhone and Android devices; electronic tablets and e-readers such as the iPad, Kindle and Nook; and Laptop computer screens such as MacBook.

### **About Forward Industries**

Forward Industries, Inc. (NASDAQ:FORD), founded in 1961, is a leading global mobile technology solutions company that leverages strategic intellectual property partnerships to provide unique and innovative products. For more information about Forward Industries, visit [www.forwardindustries.com](http://www.forwardindustries.com)

### **About ClearPlex LLC**

ClearPlex ([www.clearplex.com](http://www.clearplex.com)), the pioneer in windshield protection film, brought its proven technology from the automotive industry into consumer electronics, offering the most advanced touchscreen protection on the market. Using patented technology, ClearPlex has defined the concept of invisible protection for many kinds of glass used by consumers, retailers and manufacturers.

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