



FOR IMMEDIATE RELEASE

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REL, Inc Honored as Winner of 2014 “Innovation Award”

(Calumet, MI) – REL, Inc has been recognized as the winner of the 2014 “Innovation Award,” presented by Michigan Celebrates Small Business.

REL, Inc will be honored at an awards ceremony during the tenth annual Michigan Celebrates Small Business event, May 6, 2014 in East Lansing.

To be eligible for this award, a product or service must have been developed and earned revenue during the past three years and be nominated to the Small Business Association of Michigan. The entries were judged on the uniqueness of the product/service, how it meets the needs of the marketplace, the advantage the product/service has over similar or previous versions and how the product/service benefits the Michigan economy.

REL, Inc produces a lightweight composite brake rotor for motorcycles that is 60% lighter than the standard steel rotor, is guaranteed for life, and are sold under [Matrix Brake™](#) brand. This technology is in now in transition and scale-up to the automotive market where the light brakes are installed on a demonstration car and have reduced the vehicle weight by 38 pounds!



“It’s an honor to be recognized for our lightweight brake technology,” said REL President, Josh Loukus.

The Innovation Award is presented by Michigan Celebrates Small Business. Founding underwriters are the Michigan Economic Development Corporation, PNC Bank, Accident Fund Insurance Company of America, and Dynamic Edge, Inc.

Contributing Underwriters are AARP, Comcast Business Class, Consumers Energy, DTE Energy Foundation, Goldman Sachs 10,000 Small Businesses, Hungerford Nichols CPAs and Advisors, Michigan Credit Union League & Affiliates, Rehmann, Constant Contact, McLaren Health Care, Michigan Business Network and Varnum Attorneys at Law.

Michigan Celebrates Small Business was founded by Michigan Small Business Development Center, Michigan Economic Development Corporation, U.S. Small Business Administration - Michigan, Edward Lowe Foundation, Chris Holman - Small Business Advocate, and Small Business Association of Michigan.

Information about Michigan Celebrates Small Business, can be found at www.MichiganCelebrates.biz.

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