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**FOR IMMEDIATE RELEASE:**

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## **Revolutionary Liquid Aeration Plunger with HV Lift™ Technology Increases Well Production by One Cycle Per Day or More**

*Patented design produces first-ever plunger able to aerate and lighten liquid loads*

**Frederick, CO, March 23, 2010** - Production Control Services Inc. (PCS) recently launched its new Liquid Aeration Plunger. PCS' patented HV Lift™ technology has created the first plunger capable of aerating and lightening the liquid load above it as it rises. It removes heavy liquids more efficiently and at higher velocity than conventional plungers and reduces fall times by as much as 70 percent.

The **Liquid Aeration Plunger** is ideal for wells that recover quickly and have high accumulations of heavy liquids. It has increased well production by 17 to 30 percent in wells across North America. By significantly reducing shut-in times, it is improving well production by at least one cycle per day.

The Liquid Aeration Plunger looks like a single-pad plunger, but its uniquely engineered **HV Lift™ technology** allows liquids and gas to pass through the plunger. Its design creates a strong seal with minimum friction for faster fall times and improved lifting capabilities.

As the Liquid Aeration Plunger travels upward, gas is transferred up through the plunger, causing a turbulent aeration (or bubbling effect) in the liquid slug above it. This allows it to lift and remove the liquid more quickly and easily than other plungers. **No other plunger on the market can do this.**

Andrew Boldt, Vice President of Sales, says, "PCS has been designing the industry's most innovative and durable plungers for over a quarter century. The Liquid Aeration Plunger is one more way we're pushing the envelope of what's possible in affordable well optimization."

To see a video demonstration or download a product data sheet, visit [www.pcslift.com](http://www.pcslift.com). The Liquid Aeration Plunger was awarded U.S. Patent #7,513,301 B2 in June 2009. For more information, please contact Heather Gallien at [Heather.gallien@pcslift.com](mailto:Heather.gallien@pcslift.com) or 303.437.9570.

### **About Production Control Services**

Since 1985, Production Control Services Inc. (PCS) has focused solely on well optimization. Its products and services include the PCS Plunger Lift System™, Opti-Flow Gas Lift System™, Nitrogen Generation and SCADA/Well Automation. The company employs local production optimization experts in more than two dozen locations in the U.S. and Alberta, Canada. For info: [www.pcslift.com](http://www.pcslift.com).

