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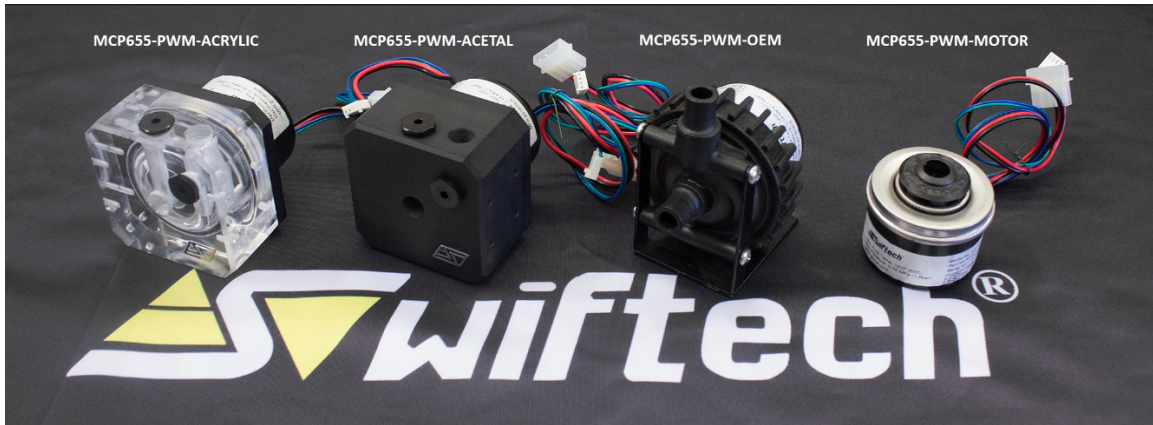
Swiftech Releases a New Generation of PWM-enabled MCP655 Pumps

Long Beach, CA, October 19, 2016 – Rouchon Industries Inc., dba Swiftech® (OTC Pink Current: RCHN), today announced the release of a new generation of PWM-enabled MCP655 pumps and related accessories.

The MCP655 is a 12 volt industrial pump that Swiftech first introduced in the early 2000's manufactured by European OEM Laing Thermotech (now Xylem), based on their D5 model. The product has become a de facto standard in the personal computer liquid cooling industry due to its reliability, performance, and quiet operations. This product had undergone practically no changes in the past 15 years, and its speed was only adjustable via a 5 position knob operated manually.

The exciting news for computer users is that this new series now features the ubiquitous PWM functionality, allowing the pump speed to be completely controlled from lowest 800 rpm to highest 4800 rpm by the motherboard.

The PWM-enabled series includes three new models: the original OEM housing, and two new variants featuring custom Swiftech housings made of either Black Acetal or Clear Acrylic, that provide enhanced installation and flow path routing to facilitate enthusiast case mods. The PWM motor can now be purchased separately; Swiftech's new Acetal and Acrylic housings are fully compatible with all MCP650/655 ad D5 motors, and individually retail for \$34.95.



Pricing and Availability

Product is now available on Swiftech's website: www.swiftech.com.

MSRP: \$79.95 to \$114.95 depending on the model

About Swiftech

Swiftech is one of the leading forces driving the high-end thermal management scene in the personal computing industry. Known for pioneering work, innovation, and dedication to high performance and quality have resulted in award winning products that have set the standard for others to follow. Swiftech is known for thinking "outside of the box" and remains being driven by its competitive spirit. As a result, Swiftech is considered one of the "founding fathers" of the liquid cooling industry for gaming and personal entertainment computer systems. The Swiftech brand is recognized worldwide and known for performance, innovation, quality and value. Swiftech is headquartered in Long Beach, CA and works with leading channel partners, distributors and resellers in the U.S., Canada, Europe, Asia, South America and Australia. The company can be reached at 1-888-857-9438 or www.swiftech.com

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