

August 1, 2010

FOR IMMEDIATE RELEASE

MAGAL AWARDED \$5.5 MILLION IN ORDERS

YAHUD, Israel - August 1, 2010 -- Magal S³ (NASDAQ GM: MAGS; TASE: MAGS), announced today that it has received during the past few weeks approximately \$5.5 million of orders for projects in Israel and worldwide.

The orders from Israel are related to homeland security and have been received from existing customers for new sites and expansions, as well as follow on support.

Two of the orders consisting of \$1.2 million in the aggregate are to protect overseas critical infrastructure. One order is for a taut wire solution for the perimeter of a large air-force base in Western Europe. The second order is for a comprehensive solution for a nuclear reactor in North America. The project in North America includes Magal's leading PIDS (Perimeter Intrusion Detection System) buried cable technology and DreamBox - Magal's outdoor video management system with the state-of-the-art Intelligent Video Analytics (IVA).

Eitan Livneh, President and CEO of Magal S³, commented: "These new orders prove that investments in the protection of strategic homeland security assets by governments continue to be stable, and we are using our expertise in this area to win more business. Our strategy of focusing on regions, in which we have strong local presence, where we can leverage our previous successes, has allowed us to further enhance our position in these regions and to strengthen our long term relationships with the customers".

About Magal S³:

Magal S³ is a leading international solution provider, in the business of Security, Safety, and Site Management (NASDAQ: MAGS).

Over the past 40 years, Magal S³ has delivered tailor-made solutions to hundreds of satisfied customers in over 80 countries.

Magal S³ offers a broad portfolio of unique products used to protect sensitive installations in some of the world's most demanding locations and harshest climates. This portfolio covers the following categories:

· **Perimeter Intrusion Detection Systems (PIDS)**

A variety of smart barriers and fences, fence mounted detectors, virtual gates, buried and concealed detection systems.

· **Closed Circuit TV (CCTV)**

A comprehensive management platform with a leading Intelligent Video Analysis (IVA) and Video Motion Detection (VMD) engine.

· **Physical Security Information Management (PSIM)**

A proprietary site management system that enhances command, control and decision making during both routine operations and crisis situations.

This press release contains forward-looking statements, which are subject to risks and uncertainties. Such statements are based on assumptions and expectations which may not be realized and are inherently subject to risks and uncertainties, many of which cannot be predicted with accuracy and some of which might not even be anticipated. Future events and actual results, financial and otherwise, may differ from the results discussed in the forward-looking statements. A number of these risks and other factors that might cause differences, some of which



could be material, along with additional discussion of forward-looking statements, are set forth in the Company's Annual Report on Form 20-F filed with the Securities and Exchange Commission.

Magal S³

Eitan Livneh, President

Tel: +972-3-539-1421

Assistant: **Ms. Elisheva Almog**

E-mail: ElishevaA@magal-s3.com

Web: www.magal-s3.com

Financial Communication Public & Investor Relations

Hadas Friedman

Tel: +972-3-695-4333 Ext. 6

E-mail: hadas@fincom.co.il

Web: <http://www.fincom.co.il/>