

September 27, 2010

FOR IMMEDIATE RELEASE

MAGAL AWARDED \$2.3 MILLION FOR MAJOR PERIMETER SECURITY SYSTEM

YAHUD, Israel - September 27, 2010 -- Magal S³ (NASDAQ GM: MAGS; TASE: MAGS), announced today that it has received a US\$2.3 million order for the support and maintenance of a major homeland system in Israel. The two-year contract is for services related to an existing large perimeter security system.

Eitan Livneh, President and CEO of Magal S³, commented: "Magal's client relationships and continued commitment to customer satisfaction enables us to sign long-term contracts and gain ongoing business with our customer base. This contract was achieved following another contract with an existing customer in Israel, to expand the security system of their site. Follow-up contacts like these allow us to plan forward and optimize our operations which result in a positive impact on our financial results."

Mr. Livneh added: "These recent contracts in Israel demonstrate that the protection of the strategic homeland assets continues to be high on the agenda in this region and investment in this area remains stable."

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

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