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LOOS & CO., INC

Loos & Co., Inc. Redesigns Website.

Management recognizes the need to offer a more user friendly, more informative website.

Pomfret, CT, April 17, 2009: Connecticut-based Loos & Co., Inc., a manufacturer of wire, wire rope and cable assemblies, announced a comprehensive redesign of its website, which now offers additional product and company information and is much easier to navigate.

"We find that more and more of our customers, and potential customers, turn to our web site for quick, easy to find and accurate information. Our goal is to make that process rewarding from start to finish. That supports our objective of insuring we always provide the most effective customer service possible."
– Richard Griswold, President

The updated website is designed to make it faster and easier for users to find information and now features a safe download of the company catalog and interactive technical product solutions. Users will find a news and information section containing new product development and company events where Loos will be represented and will exhibit its product lines. You can meet the sales staff or use the rep locator to find a Loos & Co. representative in your area.

"In this day and age an effective web site is essential. It is our face to the world and it lets the potential buyer

know what type of company we are. The information must be easy to find and the web site an effective resource for users to return to time and time again. Constant updates are important as well. Our recent redesign incorporates quite a lot of additional information that our old site did not have so we are excited for the public to see it". – Michael Wallace, V.P. Sales & Marketing

Loos is proud to be a company aware of its environment and its impact on environmental conservation. See our *Green Projects* and discover how we have been practicing conservation for years

Contact: **Loos & Co., Inc.**, www.loosco.com



For Release 9 a.m. EDT, April 17, 2009