

**TORNADO INDUSTRIES  
INNOVATIVE CLEANING SYSTEMS**

**NEWS STORY FROM TORNADO INDUSTRIES**

FOR IMMEDIATE RELEASE  
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**Are You Tweeting?**

Chicago, IL – May 2, 2009 - Quite surprisingly, a poll conducted by Tornado Industries®, a leading manufacturer of professional cleaning equipment, reports that nearly 40 percent of respondents say they use “social media” Web sites to learn more about Green Cleaning.

Social media Web sites include such sites as Twitter, LinkedIn, Facebook, and others.

The poll was conducted by e-mail invitation during the last week of April 2009. Approximately 350 end users, distributors, and facility managers were invited to take the survey.

When asked if they use social media Web sites, 46 percent of the respondents said yes.

The most popular site visited were:

- LinkedIn (39 percent)

- Twitter (22 percent)
- Facebook (22 percent).

When asked why they use social media Web sites, 80 percent indicated it was for business reasons.

### **Impact Ahead?**

“It’s kind of amazing this many people are already visiting and using these new Web sites,” says Jolynn Kennedy, marketing manager for Tornado Industries. “A year ago, most people probably had not even heard of them.”

Kennedy, who has been actively studying the progress of social media Web sites for marketing reasons, says she, like most experts, is not totally sure of the impact, if any, social media will have on our industry.

“Some [sites] may end up serving [our industry], providing a vital purpose, such as allowing for instant messaging, special news and educational announcements, discussions on service needs, and product demonstrations,” Kennedy says. “Other sites may fall behind or never find their niche. We will just have to wait and see.”

More details on the survey are available at Tornado’s Web site, [www.tornadovac.com](http://www.tornadovac.com).

Available For Interviews And Industry Commentary:  
Tornado Industries President Michael Schaffer is available for interviews and industry commentary by calling (708) 867-5100

### **About Tornado a Tacony Company**

Tornado Industries has been designing and engineering quality cleaning equipment for more than 75 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting edge of floor care cleaning solutions.

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