



PRESS RELEASE

For Immediate Release
Media Contact: Robert Kravitz
Phone: 773-525-3021
E-mail: rkravitz@rcn.com

CROWN MATS AND MATTING UPDATES WEB SITE

Fremont, OH —August 14, 2008—Crown Mats and Matting has recently updated their Web site, adding two new features that make selecting a high-performance matting system easier for both distributors and end customers.

The new site now has an “Image Library,” which allows visitors to view scores of different custom-made, logo and graphic matting systems. This feature is designed to help visitors make a mat selection that best meets their specific needs.

According to Christopher Tricozzi, vice president of sales and marketing for Crown Mats, “The Image Library allows distributors and end customers to essentially design their matting system online. They can submit the logo and

wording they want and then confirm their order, all at their computer.”

Tricozzi adds that when an end user contacts Crown or uses the Image Library, the company’s local rep or distributor will be called in to work with the online customer.

Along with the Image Library, the site now also has a “Get a Quote” option so that visitors can select the type of mat they want, provide size and other specifications, and get a quote within 24 hours.

“We find this really expedites ordering,” adds Tricozzi. “And our local representative will be called in again to help the customer with their selection and complete the order.”

The number of visitors to the Crown Mats Web site has steadily increased over the years, which is why the company feels it’s necessary to continue updating it, according to Tricozzi. “People shop online now,” he says. “It’s convenient and fast, and we want to help our reps and distributors take full advantage of this.”

For more information, visit www.crownmats.com or call toll-free at 800-628-5463.

About Crown Mats and Matting

For more than 60 years, Crown Mats and Matting has been a pioneer in the development and manufacture of matting products. Beginning with the invention of walk-off matting by

the company's founder, R.P. Johnson, the company now has the most diverse matting product line offered in our industry. Crown sells matting through an extensive network of highly trained sales representatives in all 50 states. These sales experts are familiar with the features and benefits of all matting systems and are able to help their clients find the right system for virtually all applications.

Contact Information:

Chris Tricozzi

Vice President of Sales and Marketing

1 800 628 5463

ctricozzi@crowm-mats.com

2100 Commerce Drive

Fremont, OH 43420