

**Tornado Industries
Innovative Cleaning Systems**

PRESS RELEASE

FOR IMMEDIATE RELEASE
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**READERSHIP OF TORNADO
E-NEWSLETTERS GROWS IN 2005**

Tornado Industries announces that its two audience-specific e-newsletters, *The TornadoWatch - Solutions and Innovation*, are now delivered monthly to more than 4,700 end customers and distributors. The e-newsletters, which are distributed on the last Wednesday of every month, have enjoyed substantial, steady growth.

According to Jen Schaffer, marketing director for Tornado, the number of subscribers has grown significantly in the past year. “We went from a very basic PDF format to a much more sophisticated and colorful HTML presentation last summer,” she says. “It’s been well-received and probably one reason the subscriber base has grown so much.”

Schaffer indicates that the two e-newsletters—one version for end customers and one for dealers—are almost identical. However, both have one or two articles that specifically address each target audience.

Attention Getters

“The challenge creating e-newsletters is to produce something that people anticipate, open, read, and pass along enthusiastically,” says Schaffer. “To do this, ultimately, it must be filled with useful, relevant information ... that is our goal.”

To garner interest, each e-newsletter includes five topical sections:

- Featured article
- Product of the month
- Cleaning, sales, or motivational tip
- “What’s Happening at Tornado”
- Topics of interest to both distributors and end customers

Frank Column Added

Starting in 2006, the distributor version will also include an ongoing column by David Frank. Frank, president of KnowledgeWorx, is a well-known expert on cleaning, sales, and motivation.

“Dave has written a few articles for us in 2005 and the statistics say they are some of the most popular,” says Schaffer. “That’s why we decided to give his column more exposure next year.”

Those interested in subscribing or finding out more information on *The TornadoWatch* may visit Tornado’s Web site at www.tornadovac.com.

Additional Tornado News may be found at:
http://www.tornadovac.com/company_profile/in_news/in_news.asp

Company Backgrounder:

http://www.alturasolutions.com/tornado_industriesbackgrounder.htm

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

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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