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Press Release

Crown Mats & Matting Div., Ludlow Composites Corp.

Press Release Date: January 10, 2008

New Year-New Web Site

Interactive Options Help End Customers and Distributors Find Matting Solutions

Fremont, OH-January 10, 2008-Crown Mats and Matting announces a new Web site for the New Year. The site is designed to be especially user friendly, helping end customers and jansan distributors select the right matting system for scores of different needs.

One way this is accomplished is through the unique and interactive "Mat Finder." Using a Q&A format, visitors can quickly find mats designed for building entries, safety, anti-fatigue, industrial settings as well as mats for schools; recreation, healthcare, and medical facilities; and other applications.

To help make their selection easier, the Mat Finder even questions the visitor about the amount of foot traffic the mat will be subjected to, the type of climate where the facility is located, whether the mat will be in wet areas, and even if there will be cart traffic over the mat.

"We manufacture over 100 different types of mats," says Chris Tricozzi, Vice President of Sales and Marketing for Crown Mats. "Without a streamlined navigation system, selecting the right mat can be daunting. This new Web site and its features help end the confusion."

Mat-Placement Guide

In addition to the Mat Finder, a Mat-Placement Guide on the site also suggests which mats to use as well as the best places to place them. For instance, it suggests transitional mats be placed between office and warehouse areas to prevent the spread of soils and contaminants.

Or, if slips and falls are a concern, the Mat-Placement Guide suggests slip-resistant matting systems to help promote safety and where they should be placed.

"The Mat Finder and the Mat-Placement Guide are already two of the most popular sections on the site," says Tricozzi. "And they also help end customers use matting systems more effectively."

The site also lists a number of Crown's "firsts" in matting technology. For instance, the company developed the first anti-fatigue matting system, the first antistatic mat, the first wiper/scrapper matting system, and Zedlan, a patented material that significantly enhances the effectiveness of anti-fatigue mats.

To view the new site, visit www.crown-mats.com.

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.

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