



## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

### **EURAMAX INTERNATIONAL LAUNCHES NEW WORLD-CLASS WEBSITE**

**Barrie, ON, December 31, 2009.**

Euramax International, Inc., a global leader in the metal and vinyl building materials industry, is pleased to launch a new corporate website – [www.euramax.com](http://www.euramax.com). The new site features a dynamic user-friendly design, intuitive navigation, comprehensive product and application information, worldwide operating division information, featured projects and an informative newsroom. The goal was to create a world-class, informative website that quickly provides users with a clear and concise profile of the Euramax family of companies, showcases our product offering, core competencies, services and global reach. To accomplish that, the site was developed with content relevant to multiple visitor segments – investors, customers, end users, specifiers and jobseekers. The entire online experience was enhanced from the ground up from the users' point of view.

One useful tool that the site offers is a company-wide newsroom and RSS link, which notifies interested users of all [Euramax.com](http://Euramax.com) online updates, division happenings and industry news, making it a much more helpful resource than a typical online directory.

Euramax is a strong company and continues to improve its long-term performance by focusing on the three pillars for our success: Operational excellence, value creating business development and continuous improvement and development of its employees. The new [euramax.com](http://euramax.com) clearly supports that vision and concisely communicates 'what we do' and 'how we do business'.

Although the worldwide online environment is constantly evolving, the continual need for a current and streamlined online resource remains – and Euramax is excited to meet that need with an industry leading and advanced website.