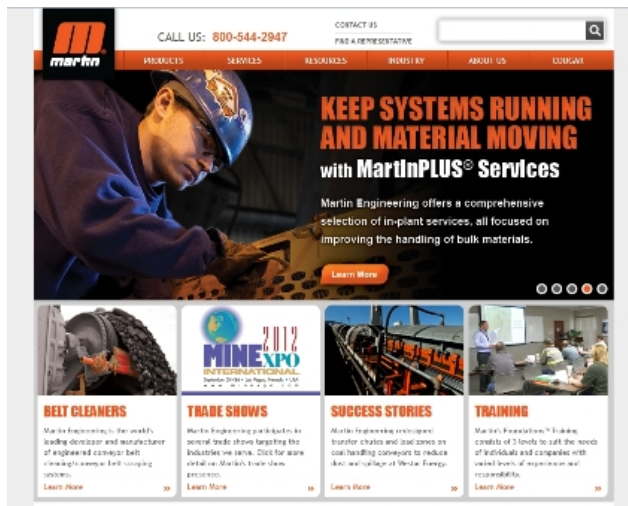




News Release

Martin Engineering Launches New Website



[Neponset, IL] – In a move designed to better reflect its reputation, core business and brand strategy, Martin Engineering has officially launched its new website at www.martin-eng.com. The new look was designed to invoke the progressive history of the organization and its many design innovations, as well as intensified focus on custom-tailored solutions for specific customer issues.

The overhaul includes many practical elements, such as an enhanced web site experience that adds a zoom function to product photos, with multiple product images. The company's U.S. Business Unit was the first to launch the new version of the redesigned web site, with other locations and languages following throughout the year.

Designed to be fast, simple and user-friendly, the new website reflects Martin Engineering reputation as a leading supplier of bulk materials handling equipment, showcasing the wide range of products and services the firm provides.

Martin Engineering USA Managing Director Mark Huhn said, "Innovation is what will continue to make us successful and enable us to provide the groundbreaking products that our customers are asking for. The new website had to demonstrate that commitment, while also highlighting our past successes."

To better serve web visitors, the new site offers more robust product information, case studies and data sheets. The redesign features a visually sharper, more organized appearance that makes its features more easily accessible to prospective customers and casual browsers.

Designed using Drupal, a community-supported content management system, all landing pages are extremely user-friendly for mobile devices. Drupal powers millions of websites and applications from all over the world, helping contributors publish information to their websites and assisting developers in deploying new sites and updates.

The new site also employs Magento ecommerce, which delivers a flexible framework that is SEO-friendly. Magento's layered-navigation filters allow customers to quickly narrow down product options, pinpointing what they want more quickly using attributes such as belt width, belt speed and pulley diameter.

"The old site did its job, but an update was overdue," stated Huhn. "We've had good initial feedback from users, and we're confident our customers will be happy with the changes, as well."