



## **PRESS RELEASE:**

**Whitlam Label Company announces the launch of their new website!**

**Center Line, MI (May 1, 2004) – Whitlam Label Company**, an industry leader in **Engineered Identification Solutions™** for the automotive, durable goods, and food and kindred product industries, announces the launch of their newly developed website at [www.whitlam.com](http://www.whitlam.com). This new site presents a broad range of the product offerings and client solutions available from Whitlam.

“This new web design emphasizes our target markets and industry specific applications. The design logically organizes information and provides an improved interface to navigate through the site,” said **Rick Shaieb, Whitlam President**. “A few highlights are our search engine and site map in the Search Engine section. These provide a very quick method of locating exact information. Also, don’t miss our history in the Company Profile section, which chronicles the evolution of our company over the last 40 years.”

Our current customers will see a change in expanded product offerings and industry solutions, while potential new customers can “get to know Whitlam,” said Kevin Hayes, Executive Vice President of Sales & Marketing. “Whitlam has expertise in blending material science, printing technology, and commitment to excellence that builds and maintains long-lasting relationships with channel partners and end-users alike.”

“Within the next few weeks Whitlam will introduce the option to order stock products on line. Current customers can place re-orders on-line and shop the on-line store. We are making ordering easier by the inclusion of interactive technology.”

Check out Whitlam on the web, and look for additional new identification technologies to emerge!

*Whitlam Label Company is a manufacturer and marketer of Engineered Identification Solutions™, with products including highly innovative labels, UL/CSA certified solutions, printers, ribbons, barcode software and consulting services. Founded in 1957, Whitlam is headquartered in Center Line, Michigan, and has grown into a key Tier I and Tier II supplier to automotive industry customers such as General Motors, DaimlerChrysler, Toyota, Ford and many Fortune 100 industrial manufacturers.*

For more information on Whitlam, please visit the Internet website at [www.whitlam.com](http://www.whitlam.com), or contact Marketing Communications Manager, Kim Crabtree.

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