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PEERLESS GOES INTERACTIVE WITH THE LAUNCH OF LIVE SUPPORT FEATURE

-- *Live Support Enables Instant Access to Mounting Solutions Experts at www.peerlessmounts.com* --

CHICAGO, IL – July 18, 2007 -- In the competitive mounting industry, it is crucial to provide immediate and thorough support to current and potential customers. Peerless Industries, Inc., the industry leader in professional-grade audio/visual mounting solutions, has announced the launch of its Live Support customer care feature on its website www.peerlessmounts.com. Being the pioneer in introducing this support feature in the mounting industry, Peerless has expanded the communications channels with the goal of providing real-time, one-on-one customer care service to its online visitors.

Live Support presents site visitors with an opportunity to directly interact with its customer care/technical team instantly, to get assistance with product and accessory selection as well as technical questions. The best part is that visitors don't need to download any software for it to work. By simply clicking on 'Live Support' in the upper right-hand corner of www.peerlessmounts.com the online visitor will be instantly connected to a customer care/technical support representative.

"Customer care has always been important to Peerless." said John Potts, Vice President of Customer Relations. "With Live Support we are introducing a human factor to the impersonal online experience. It lets us make a connection and have a one-to-one conversation with our website visitors. We are extending personalized customer care service to our website visitors, complementing Peerless' dedication to world-class customer care."

Availability

Live Support is currently available at www.peerlessmounts.com between 7am and 7pm CST. Peerless' Customer Care/Technical Support can also be reached via email (info@peerlessmounts.com) or by phone (800-865-8010).

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About Peerless Industries, Inc.

Peerless has designed and manufactured the most comprehensive line of audio/visual mounting solutions for over 40 years. Today, Peerless designs and manufactures mounts for current and emerging visual display technologies, including LCD and plasma flat panel displays, projectors, CRT televisions and other electronic equipment used in the commercial and consumer markets. Built on decades of experience and proven expertise, Peerless Industries is ISO 9001 certified and is an approved Underwriters Laboratories testing site. For more information, visit www.peerlessmounts.com.

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