



Peerless Industries, Inc.

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C E R T I F I E D
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**VISIT PEERLESS AT INFOCOMM 2005!
June 8-10, 2005, Las Vegas, Nevada: BOOTH #2519**

FOR IMMEDIATE RELEASE

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**PEERLESS INDUSTRIES LAUNCHES REDESIGNED WEBSITE WITH
MOST ADVANCED PRODUCT SEARCH ENGINE TOOL**

CHICAGO, IL – June 8, 2005 -- Peerless Industries, Inc. the industry leader in audiovisual mounting solutions, today introduced its completely redesigned public website with the **MOUNT FINDER™**, the most comprehensive search engine tool available for mounting products. Under the new URL, www.peerlessmounts.com, the enhanced site enables Peerless customers, specifiers and influencers to quickly and easily locate the ideal mounting solution for their commercial or consumer application from the company’s vast line of products and accessories. Live demonstrations of the new website will take place in the Peerless Industries booth (#2519) at InfoComm 2005.

According to Dan Zemaitis, senior product manager for Peerless Industries, “Peerless website visitors are primarily systems contractors, professional installers and end users, all of whom are looking for a mounting solution that enables them to maximize the implementation of a visual display product, like a flat panel or projector. At the same time, their mount must meet the functionality, aesthetics, safety and security requirements for the application environment – a flat panel in an airport has very different mounting requirements than a projector in a conference room,” he explained. “The new Peerless site provides an empowering and efficient way to find the right mounting product for a particular installation, which ultimately helps keep projects on time and on budget.” Zemaitis continued, “Along with the broadest line of mounts and accessories in the industry, we are pleased to offer Peerless customers with the web tools they need to make mount product selection easy and accessible.”

The **MOUNT FINDER** search engine tool makes it simple to locate all of the Peerless mounting solutions compatible with a particular screen or projector. Users can either type in a display model number or select from one of the convenient drop down menus listing all the brands and models supported by Peerless. Instantly, a complete listing of all suitable mounting solutions will appear. Clicking on any one of the selections brings a host of detailed information about a particular product, including key features, accessories and technical data.

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Additionally, the updated site features a new navigation system with drop down menus that allow visitors to immediately locate specific information about a Peerless product or service. Its enhanced search function makes it simple to view a complete selection of products based on what type of display will be mounted, like a projector, flat panel or CRT television, and how it will be installed in the application, such as from a ceiling, wall, desktop or cabinet. An online library with downloadable technical data sheets, product interface lists and instruction sheets can be quickly accessed, while information including order tracking, Peerless news, how to become a Peerless dealer and how to participate in Peerless' installer training can also be found on the new site.

For more information about Peerless' mounting solutions, please visit the new Peerless website at www.peerlessmounts.com or call 1-800-865-2112.

About Peerless Industries, Inc.

For more than 40 years, Peerless has designed and manufactured the world's most comprehensive line of high performance audiovisual mounting solutions. Today, Peerless designs and manufactures mounts for current and emerging visual display technologies, including LCD and plasma flat panel displays, projectors, CRT televisions, and for other electronic equipment used in both the commercial and consumer markets. Built on decades of experience and proven expertise, Peerless offers its customers the best overall value by providing the right combination of high performance mounting solutions, affordable pricing and complete services and support. Peerless Industries is ISO 9001 certified and is an approved Underwriters Laboratories testing site.

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