

**FOR IMMEDIATE RELEASE**

**Chromalox Web Site Receives Best-in-Class interactive Media Award**



**CONTACT:**  
Barbara Lee  
Chromalox, Inc.  
412-967-3803  
[barbara.lee@chromalox.com](mailto:barbara.lee@chromalox.com)

To download a high resolution image, visit <http://sales.chromalox.com/news/newsletters/2008/04/chromalox.gif>

PITTSBURGH, PA — [June 20, 2008] — Chromalox, a leading manufacturer of electric heat and control products, announced today that it has received the Interactive Media Award™ for its recently redesigned web site at [www.chromalox.com](http://www.chromalox.com). The site received the Best-in-Class award in the Manufacturing category.

The Interactive Media Awards were created by the Interactive Media Council, a nonprofit organization of leading web professionals that recognize the highest standards of excellence in website design and development. Sites are evaluated on the basis of design, content, functionality, usability and compliance with industry standards. Best-in-Class is the highest honor that can be bestowed upon a new web site by the Interactive Media Council.

The new Chromalox site features enhanced functionality that emphasizes the company's applications engineering and manufacturing expertise, including powerful tools for performing IEEE-compliant heat trace calculations; programming interface software for Chromalox controllers, and online calculators for heating requirement needs based on specific applications. The new design also makes it easier for visitors to find solutions quickly and intuitively.

"We are very pleased to be recognized, along with our partner Elliance, with an Interactive Media Award," said Dan Boehm, director of information technology at Chromalox. "Our goal was to expand the functionality and improve the usability of our site so it could become an even more valuable resource to our customers. This Award validates our success in accomplishing those goals.

For more information about Chromalox visit [www.Chromalox.com](http://www.Chromalox.com).

**About Chromalox, Inc.**

For more than 90 years, customers have relied on Chromalox for the utmost in quality and innovative solutions for commercial and industrial heating applications. Chromalox manufactures the world's largest and broadest line of electric heat and control products, including heating components, immersion heaters, circulation systems, heat transfer systems, boilers, industrial and comfort air heating, heat trace cables, sensors and precision electronic controls. With multiple manufacturing, engineering, warehousing and sales locations throughout North America, Europe and Asia, Chromalox is a global supplier providing the highest level of customer support. Chromalox is headquartered in Pittsburgh, PA.

