

**CHAMBERLAIN® LAUNCHES NEW LOOK FOR LIFTMASTER.COM**  
***New Advancements to Professional Products Web Site Benefit Dealers***

Elmhurst, IL — February 2008 – Kicking off the new year with a new look, Chamberlain announces the launch of the redesigned Professional Products Consumer Web site, [www.liftmaster.com](http://www.liftmaster.com). Created to drive customers to dealers, the introduction of this innovative and user-friendly site is just one more way that Chamberlain further establishes itself as a leader in the marketplace and exemplifies the commitment the company has for supporting its dealer network with a comprehensive collection of access control solutions.

The recently revamped site truly provides a unique experience for each visitor. Equipped with attention-grabbing flash animation, the site's home page, content, navigation and tools were strategically arranged with the needs of the customer and dealer in mind. The home page prominently displays the breadth and range of Chamberlain's residential and commercial products and encourages visitors to click on scaled down, real-life icons of a garage door opener, commercial door opener, gate operator, access controls and accessories and an intercom, to link directly to descriptive, product-specific content.

Another function of the innovative new site that will benefit dealers is the dealer locator. This search tool provides a customer looking for a product or professional installation with the name of the authorized dealer carrying the product in need along with the location of that dealer closest in proximity to the user.

Plus, the redesigned pages of [www.liftmaster.com](http://www.liftmaster.com) link to and complement the existing Dealer extranet, a full-service, password-protected site, which allows Chamberlain's professional dealers to stay constantly connected to important account

## **CHAMBERLAIN LAUNCHES NEW LIFTMASTER.COM – PAGE TWO**

information, while providing additional tools to run a more efficient and profitable business.

### **One-Stop Shop for Resourcing Professional Products**

In a continuous effort to enhance the dealer's experience, Elite, Sentex and the new Chamberlain Wireless Products have also been added to this site so that all of Chamberlain's Professional Products can be found in one central location online.

"By utilizing the same technology as some of the largest and most integral search engines, visitors to [www.liftmaster.com](http://www.liftmaster.com) receive accurate search results promptly, giving dealers an easier, quicker way to find exactly what they need," said Larry Wondolowski, web development manager.

The Chamberlain Group, Inc. manufactures and markets access control products including residential garage door openers, commercial door operators, residential and commercial gate operators, telephone entry systems and related access control products.

Chamberlain parent company Duchossois Industries, Inc. (DII) is a privately held diversified operating company headquartered in Elmhurst, Illinois, a suburb of Chicago, with interests in access control, advanced control and automation, venture capital, and gaming.

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