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

Elmhurst, IL — February 2008 – Kicking off 2008 with a new look, The Chamberlain Group, Inc. announces the launch of the redesigned Chamberlain Professional Products Consumer Web site, www.liftmaster.com. Created to offer even more value and service to consumers and homebuilders, the introduction of this innovative and user-friendly site is just one more way that Chamberlain further establishes itself as a leader in the access control marketplace.

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 end-user 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. In an effort to keep customers educated and aware of all of Chamberlain's services and offerings, the homepage also informs visitors of consumer rebate opportunities and new products.

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

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One-Stop Shop for Resourcing Chamberlain Professional Products

In a continuous effort to enhance the customer's experience, 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.

"Consolidating these products to one site further demonstrates Chamberlain's commitment to offering complete access control solutions to meet all the needs of our customers," continued Wondolowski.

Product Purchasing Made Easier

In addition, the site's new features include a cleaner and more intuitive shopping cart, enabling customers to purchase Chamberlain products more easily, quickly and efficiently. The shopping cart function also automatically saves items for up to seven days, allowing the customer to revisit the site at another time, pull up the list of saved items in their shopping cart and complete the purchase.

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.

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