



NEWS RELEASE

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To Accelerate Growth, Cincinnati's United Air Specialists (UAS) Pursues Aggressive New Branding Strategy

CINCINNATI, OH — September 5, 2003 — Since 1966, Cincinnati's United Air Specialists, Inc. (UAS) (www.uasinc.com) has been a technology leader in the design and application of commercial and industrial air pollution cleaners. But according to Marketing and Sales Manager Matt Hoffman, the UAS name has long been overshadowed by well-known trademarked product names like Smokeeter® and DUST-HOG and SMOG-HOG.

“Going forward, our future growth needs to come from UAS’ expertise as a total solutions provider,” said Hoffman. “Our new focus will be one of aggressively promoting the UAS brand, not the product names that masked our ability to leverage our company name as a world leader in clean air solution capabilities.”

UAS is supporting the re-branding with an aggressive advertising and marketing communications effort specifically designed to drive sales. They are also making a significant financial commitment to developing new technologies in the air cleaning industry.

“We’re firm believers that one of the best times to develop new business and capture market share is in a down economy when our competition has pulled back” said Hoffman. “MaloneZeris, LLC, a B2B specialist marketing communications firm in Akron, Ohio has been retained to assist in implementing the overall program.”

United Air Specialists has a proven track record of research, product design and development, and quality and value engineering in developing industrial and commercial air cleaning solutions. Their products can be found in all varieties of manufacturing facilities, as well as offices, restaurants, health care facilities, retail shops, and more.

United Air Specialists, Inc., www.uasinc.com, is a CLARCOR company.

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Editor’s Note: A copy of this release in Word, and also the United Air Specialists new product releases along with supporting illustrations (300 dpi), are posted at <http://www.malonead.com/prdriver> for easy download and use.