

FOR IMMEDIATE RELEASE

Ultimate Systems Launches New Corporate Web Site

Revamped Site & Web Address Showcases Ultimate's Recycled Rubber Products, Manufacturing Capabilities & Customer Service

Delphos, OH (October 30, 2009) – Ultimate Systems, LTD. is excited to announce the launch of its redesigned corporate web site, www.firstinrecycledflooring.com.

The user-friendly site showcases Ultimate Systems' recycled rubber flooring products and manufacturing capabilities using new, dynamic graphic treatments and extensive content upgrades. The new design is aimed at enhancing user experience for its existing customers and communicating Ultimate's high-quality products and services to potential new clientele. The site also includes numerous customer service enhancements.

A long list of improved web site features include:

- Larger web site framework for greater presentation of site content
- Intuitive top-level navigation with category-specific links and easy drop-down menus
- All-new product photography and graphics with dynamic image slide shows
- Interactive expanded view windows for larger product imagery and color samples
- Redesigned data sheets with additional product information
- Expansive color libraries for Ultimate Design & Ultimate Tough rubber flooring
- New Ultimate COLOR application allows users to custom blend flooring designs
- Rubber flooring adhesives and installation products are now included on the site
- Complete line of floor care and maintenance products are available for review
- Material Safety Data Sheet (MSLS) documents are available for download
- National shows & events schedule has been added
- News releases and media galleries provide new information on Ultimate's products
- New technical documents archive provides quick access to PDF downloads
- Revised product installation and maintenance guideline documents
- New sample request and email forms for streamlined customer service support
- Updated corporate information and newly added sustainability content

In addition to the graphical and content updates, Ultimate Systems has also changed the web site address to better reflect the products it manufactures and the position of the company in the industry. **www.firstinrecycledflooring.com** provides instant recognition of Ultimate's product line and further identifies the company as an industry leader.

Ultimate Systems will retain its existing web site address, www.ultimatesystemsLtd.com, and redirect users to the new web site.

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For over 10 years, and through exponential growth, Ultimate Systems has become the most vertically integrated supplier of recycled rubber products in the United States. Located in Delphos, Ohio, Ultimate Systems recycles millions of pounds of scrap tire each year and manufactures high-quality rubber flooring and rubber underlayment. Ultimate Systems also has a full line of rubber pavers, flooring installation products and floor care & maintenance products. Ultimate Systems supplies a diverse array of companies in corporate, industrial, education, healthcare, hospitality, consumer, retail, fitness, construction and sports & recreation industries worldwide. For more information about Ultimate Systems or its products, visit the company web site at www.firstinrecycledflooring.com.



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