

For Immediate Release

DAHLE ANNOUNCES LAUNCH OF THEIR NEW WEBSITE

Peterborough, NH, September 1, 2009 – On September 1, 2009 Dahle launched a newly redesigned website. Design and Development was over a year in the making and took into account feedback from their dealers, customers, and staff. The goal of the new Dahle website is to provide useful information to assist customers in making an informed decision about purchasing a Dahle product. Product features are not enough these days as consumers want as much information as possible on how Dahle products will benefit their needs in the future more than the competitors. Providing this information in a clean, organized manner has not only maintained Dahle's industry leader status, but also produced generations of repeat customers.

Internet technology rapidly changes and evolves. The ability to keep up with it and the future demands of mobile phone browsing is crucial for our success as a company as well as our supporting dealers. Here are some of the highlights of the newly added features:

- **Comprehensive Site Search:**
This new powerful search tool provides accurate results sorted by relevance or by date. It allows for Wildcard and exact phrase searching. Results are delivered in a familiar "Google-like" presentation for easy reading. The search words are even highlighted so you can easily browse through the listings to discover the search that is most relevant to your needs.
- **Image Zoom and Enlarge -** Ever wish you could see a specific detail on a product but the image was just too small on a specific website? Dahle's new zoomify feature will allow you to magnify an image for greater detail, with the option to click and enlarge the picture. Just hover your cursor over an image and the pointer will turn into a magnifying glass.
- **Helpful Tools and Resources -** Each page contains expandable lists of Helpful Tools and Resources. These lists are relative to the product page you are on and can be accessed by clicking on the tab. When the list expands it reveals a list of links that will help an existing or potential customer make an informed decision.
- **One Click +Share -** Like it or not social networking sites, blogs, and mini blog sites such as Facebook and Twitter are the fastest growing forms of news and information in today's society. Breaking industry news, product reviews and recommendations, and the ability to provide purchasing assistance are only a few of the benefits that can be seen by embracing this new form communication. The new +Share feature provided on each page of the Dahle site will allow a customer to pass along product information and/or resources to their ever expanding list of networks. It will also allow you to print or email this information directly from the site.

Dahle is a world leader with over 75 years of cutting and sharpening experience. They offer a complete line of personal and commercial grade products that exceed even the most serious demands for precision, quality, and innovation.

Dahle North America, Inc. invites you to visit their website at www.dahle.com or call (800) 995-1379 for more information.