



**DAMAGE PREVENTION. WE'RE ON IT.**

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**FOR IMMEDIATE RELEASE**

### **ShockWatch® Unveils New Branding Initiative**

Dallas, TX (May 22, 2006) — ShockWatch, a global leader in developing and manufacturing damage prevention products used in a variety of industries and applications, today unveiled its new brand identity. This new identity represents a significant milestone in the company's history and further signifies the company's evolution to a market-driven solutions company. The new branding unifies the company's two product lines: Shipping & Handling Monitors and Equipment Monitors, and better communicates the important characteristics of those products and their value to end-users.

"The new branding initiative supports our efforts to grow the value of the ShockWatch brand as we evolve the company," said Gerard Smith, President and CEO of MRI, parent company of ShockWatch. "This will allow us to be better recognized for our engineering expertise, and strengthen our overall position as a global leader in the industry."

The new brand identity involves an update to the ShockWatch logo which was created in 1976. At that time, ShockWatch had a single product designed specifically to detect possible damage to sensitive computer media. The product was engineered on the principle of surface tension. When an object monitored by the ShockWatch product is impacted with sufficient G-force, the surface tension is broken, allowing the release of red liquid in a tube. This highly visible red color has always been integral to the company's logo, and remains so with the updated look. The new branding platform also includes a new tag line, new collateral, and a newly expanded Web site, as well as new product names and enhanced graphics.

"The new tag line — **Damage Prevention. We're On It.** — is a simple expression of who ShockWatch is and what we do," said Jeff Kilpatrick, VP Marketing for MRI. "It highlights ShockWatch's proud past, and the guiding principle behind the development of all our products to reduce damage in shipping and handling, storage, and operational environments. With ShockWatch products, you get 30 years of experience and innovation — all focused on preserving and protecting your assets."

Since its inception, ShockWatch has dramatically expanded its product line to offer a wide variety of environmental sensors, tilt indicators, and data loggers that record the intensity and duration of impact and vibration, to meet the needs of companies in the many global markets they now serve. Additionally, they now manufacture a complete line of devices that monitor

# SHOCKWATCH®

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equipment impact and usage, and control access to equipment. All collateral for these products has been updated, and the company's Web site has also been updated and expanded to include additional information and specifications on the products.

The new branding initiative also involves renaming the products in the company's Equipment Monitor product line to ShockWatch ImpactManager™ and ShockWatch UsageManager™, with new graphics on all product identification. In the Shipping and Handling product line, new graphics have been incorporated into many of the Impact Indicators and companion labels. The new graphics offer the products an updated look while enhancing their visibility, readability, and deterrence factor.

ShockWatch provides comprehensive damage prevention solutions for a wide variety of markets, including material handling, packaging, manufacturing, military, aviation, mining, oil & gas, transportation, electronics, and biomedical. Since 1976, they have engineered an array of monitoring devices for goods in transit and equipment in use. With a network of partners in over 50 countries, ShockWatch is able to offer the latest technology and reliable global customer care to all the markets they serve.

ShockWatch specializes in damage prevention, offering Shipping & Handling Monitors and Equipment Monitors for use in a variety of industries and applications. ShockWatch products are used to monitor the handling of goods throughout the production and delivery process, and the operation, access, and usage of equipment with the goal of reducing costs by preventing damage. ShockWatch, along with Media Recovery and The Damage Prevention Company, is part of the MRI family of companies. MRI helps customers achieve new levels of efficiency, quality, and safety and provides products and services to two-thirds of the Fortune 100 and over half of the Fortune 1000 companies.

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