



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

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### **ShockWatch Launches New Web Site**

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 launched its new Web site. The new Web site is part of a significant branding initiative to strengthen the company's overall position as a global leader in the industry.

ShockWatch designed its new Web site to be an online resource with easy access to essential company, product, and service information, and useful tools to simplify the knowledge-seeking process about the company, its products, and the value they provide. All product data sheets will be downloadable from the site along with the product and application photos in the Photo Gallery.

The revitalized site features an attractive, modern look and presents information on the company's products and services in a much more professional and easily navigable manner. The content throughout the site is laid out to meet the needs of someone searching problematically, and to assist the influencers in their fact-finding, the site includes a section that provides links to resources in the various industries ShockWatch serves.

The newly designed Web site will be instrumental in positioning ShockWatch as a global damage prevention solutions provider. To address the needs of international customers and prospects, basic company and product information has been translated into six other languages: French, German, Italian, Spanish, Chinese, and Japanese, and is available on the site along with a listing of international distributors so that these resources can be easily located during a search.

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

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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.

For more information, contact ShockWatch at 1111 W. Mockingbird Lane, Suite 1050, Dallas TX, 75247; phone (214) 630.9625; fax (214) 638-4512; e-mail: [info@shockwatch.com](mailto:info@shockwatch.com), or visit us on the Web at [www.shockwatch.com](http://www.shockwatch.com).

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