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**EXCELDA MANUFACTURING LAUNCHES NEW WEBSITE DESIGN**

Brighton, Michigan, February 18, 2008 – Excelda Manufacturing announces a fresh new look to their current corporate website ([www.excelda.com](http://www.excelda.com)). The new design is clean and easy to navigate. Excelda's Graphic Designer, Melissa Tigner, adds that this updated website "also features unique flash images near the top of the screen on each page that help to tell a story and lead the viewer into the more detailed content below."

Excelda wanted to demonstrate an ability to communicate with their audience and explain that Excelda is more than just a "manufacturing" company ... they are a complete solution to any customer's need in the industry. "When someone hears our company name," explains Mike LaMarra, President of Excelda, "they only focus on the word 'manufacturing', so they associate us with that one function. But in reality, we are a one-stop shopping experience for our customers – everything from chemical and packaging engineering, R&D, forecasting, inventory management, and graphic design to sorting out confusing compliance issues. We can meet any clients need day or night."

For more information regarding Excelda's new website design, please visit [www.excelda.com](http://www.excelda.com).

Headquartered in Brighton, Michigan, Excelda Manufacturing is a full-service, private label and specialty chemical manufacturing and distribution company. Supported by Quality standards and achievements, Excelda is continuously determined to exceed expectations so that their customers can maintain an edge in a global marketplace.

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