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EXCELDA
Yes we do. Yes we can.®

FOR IMMEDIATE RELEASE:

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EXCELDA MANUFACTURING LAUNCHES NEW MARKETING CAMPAIGN

Brighton, Michigan, June 15, 2005 – Excelda Manufacturing announces a new marketing campaign that summarizes in six words what their company offers to customers and each other. **“Yes we do. Yes we can.”** Mike LaMarra, President of Excelda Manufacturing, says “I feel this phrase builds nicely upon our desire to construct our reputation of providing complete solutions.”

Excelda wants to demonstrate to their customers that they can do more than just "manufacturing". They want to be the "go to" company for clients saving them valuable time and proving that their strategy to win in the marketplace is what sets them apart from the competition. Excelda's complete solution package offers "turn key" services that include: chemical and packaging engineering, R&D, marketing, graphic design, forecasting, inventory management, compliance, blending, packaging, warehousing and vendor consolidation.

For more information regarding the **“Yes we do. Yes we can.”** philosophy, please contact Excelda Manufacturing at (248) 486-3800.

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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