



Allied Manufacturers of Motorized Products

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Contact: Kirsten Wilson
HuebnerPetersen
(970) 663-9344
kirstenw@huebnerpetersen.com

Allied Manufacturers of Motorized Products Launches New Web Site to Boost Awareness of “Smarter Homes”

New Web Site Helps Motorization Industry Leaders Come Together to Grow the Motorization Industry in a Collaborative Effort

LOVELAND, Colo.– Allied Manufacturers of Motorized Products (AMMP) announces the launch of its new Web site, www.ammp.info, that will serve as the “online headquarters” for its motorization industry members.

There, they will find resources and a forum to assist each other in growing their businesses and the industry, as well as information on the benefits of motorization that aims to generate awareness of “smarter homes.” In the future, the AMMP Web site will also include items designed to assist customers, including a dealer locator that will connect AMMP customers and member dealers. This will form a bridge between the billion-dollar industry made up of window coverings and shading, projection screens and media concealment products and the rapidly growing multi-billion dollar home automation market.

“We’re excited about the launch of our new Web site, www.ammp.info,” said Robin Reining, spokesperson for AMMP. “With it, AMMP is positioned to tell the complete story of motorized products to the public at large and educate about the benefits of systems solutions, as well as the member products and technologies available. Through our new Web site, we intend to pull even more members into the alliance so that we can collectively build the motorization industry.”

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AMMP is an alliance of industry leading manufacturers that aims to generate awareness of creating “smarter buildings” by incorporating the automation of window coverings and shading, projection screens and media concealment products; and to educate on the benefits of incorporating automation products into homes and commercial buildings. AMMP also connects automation dealers with motorization manufacturers and dealers.

The Alliance brings together the most prestigious manufacturers of interior and exterior window coverings and shading, projection screens and media concealment products as founding members, including BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen and Window Modes, LTD. AMMP is also currently seeking to add as founding members other visionary companies willing to invest in building the home control and automation industry.

The AMMP Alliance is a marketing and promotional resource designed to increase sales of motorization products, boost awareness of motorization products within the home automation and commercial marketplace, educate current and potential customers about available technologies, promote motorization to end users and build relationships between automation dealers and motorization manufacturer dealers. In addition, the alliance will create a strong synergy dedicated to making motorization products standard within the building industry.

About Allied Manufacturers of Motorized Products

Formed in November 2007, Allied Manufacturers of Motorized Products (AMMP), is a consortium of leaders and manufacturers in the fields of interior and exterior window coverings and shading, projection screens and media concealment products. AMMP is committed to generating awareness of motorization products, meeting business goals of alliance members, offering a marketing initiative to help communicate the benefits of automation products, as well as making motorization products the gold standard in the building automation category. Founding members of AMMP include: BTX Window Automation, Inc., Electronic Solutions, Inc. (ESI), Hunter Douglas, Inc., Media Decor, The Right Track, Skyco Shading Systems, Inc., Stewart Filmscreen and Window Modes, LTD. For more information about AMMP or for AMMP Alliance membership questions, contact Robin Reining at (970) 663.9344 or visit www.ammpp.info.

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