

D-M-E Company News Release

For Immediate Release

D-M-E Introduces New Ecommerce System as Part of Corporate Web Site Launch

Site offers confidence and convenience in an intuitive online ordering system

Madison Heights, Mich. – June 22, 2009 – D-M-E Company (NPE Booth #W103000 and #S24012) is pleased to announce the launch of its new, customer oriented, ecommerce Web site – which can be found within the company’s brand new global Web site at www.dme.net.

“We built the navigation and functionality of this site with the customer experience in mind and it boasts many familiar consumer features,” said Bob McKee, President of D-M-E. “This is now a resource where customers can go anytime for the convenience of online ordering and the assurances they are looking for to help meet their goals easier, faster and more profitable every step of the way.”

The company conducted a customer research study revealing that confidence and convenience were not only the most desired attributes in an ecommerce system, but were the two things missing from those available in the industry today. And while phone ordering is still the preferred buying method, D-M-E’s new site takes time and cost out for users, and addresses customers’ concerns through the industry’s only real-time inventory tracking, email confirmations, and a faster check-out process.

Orders placed through the new ecommerce site receive free shipping and the ability to specify special shipping instructions, and are backed by the same helpful customer service team that customers have come to rely on. Users can track orders and view status online, reference a personalized frequently-ordered-items list and store multiple shipping addresses – making the site a unique mold technologies resource for customers.

Global Web Site

The new corporate Web site offers a single, consolidated source for D-M-E’s customers worldwide to go and find standard-setting products, quickly and cost effectively. Its clean corporate design incorporates best practices used by globally recognized brands in consumer and industry sectors.

The site was built with intuitive navigation and design to simplify the process for the user to find the most relevant information with the least amount of clicks. Site upgrades include a best-in-class news page, a media center for editors and reporters, and an enhanced industry resources section with everything from D-M-E video downloads to helpful association, blog and government links.

D-M-E Company is an essential mold technologies resource to customers worldwide. Through aggressive new product development, global product standardization and a powerful combination of in-house manufacturing centers of excellence and strategic global partnerships, D-M-E is helping customers succeed in changing times. The company’s standard-setting, comprehensive product line—including hot runner systems; control systems; mold bases and components; mold making and molding supplies; and cold runner systems for elastomers — is backed by expert technical service every step of the way. A subsidiary of Milacron, Inc., D-M-E also manufactures and sells standard tooling for the die-casting industry. Visit www.dme.net for more information.

###

For more information or to schedule an interview at NPE, please contact:
Bob Starr – 248.544.5718 / bob_starr@dme.net