

TORNADO®

"A Better Way to Clean"

Press Release

FOR IMMEDIATE RELEASE
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TORNADO INDUSTRIES LAUNCHES NEW WEB SITE

Site to Complement Company Growth and Goals

Chicago, IL—April 12, 2007—Tornado Industries, a leading manufacturer of professional cleaning tools and equipment, announces the launch of their new company Web site. The site, which has been planned for more than a year, is completely redesigned with new colors and content and with an emphasis on market categories.

“We did not want just an online brochure,” says Jolynn Kennedy, Tornado marketing manager. “Of course we wanted our visitors to see our product offerings but also view the site as an information source whether they are Tornado customers or not.”

According to Kennedy, the site includes drop-down menus for easy access to Tornado’s product line as well as a rich and growing Knowledge Center, addressing a variety of cleaning issues, and an all-new Market Segment section.

“The Knowledge Center includes scores of articles and information on Green cleaning, cleaning trends, and market research,” says Kennedy, “as well as an archive of our monthly newsletter, *The TornadoWatch*.”

The Market Segment area targets the cleaning needs of specific industries such as hospitality, education, health care, retail, and other market niches. It suggests Tornado products specifically designed for these industries.

Site to Complement Company Direction

Kennedy says Tornado recognizes the growing importance of new and updated online technologies in the janitor industry. She adds that the new Web site as well as future updates to the site will complement the company’s other plans, goals, and growth.

“We remain focused on product innovation and solutions to cleaning challenges,” she says. “As I see it, our Web site will help us convey this message to our distributors, end-customers, and the industry.”

The site, which was officially launched in February 2007 located at www.tornadovac.com. The company also plans to add video presentations to the Web site in months to come.

For more information, contact Jolynn Kennedy at jkennedy@tornadovac.com, or call toll-free: 1-800-VACUUMS.

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Available For Interviews And Industry Commentary:
Tornado Industries President Michael Schaffer is available for interviews and industry commentary by calling (708) 867-5100

About Tornado - A Tacony Corporation

Tornado Industries has been designing and engineering quality cleaning equipment for more than 75 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting edge of floor care cleaning solutions.

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