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PRESS RELEASE

Solamatrix Launches Online “Dealer Vault” Offering Enhanced Marketing and Sales Support to Customers

St. Petersburg, FL, April 7, 2009: Solamatrix customers can now access a wide variety of marketing and sales support 24 hours a day through the new “Dealer Vault.” This exclusive web based program is free to Solamatrix customers and contains nearly 2000 items including an extensive image library, logos, marketing materials, film specifications and advertising templates. Plus, dealers can access film construction diagrams, independent testing results and technical bulletins.

Those looking to improve their sales and advertising efforts will be impressed with the variety of materials available in the vault. Whether a dealer is creating a job proposal, developing a direct mail campaign or building a new website, the Vault serves as a valuable resource tool.

A dealer can email product information to a customer directly from the Vault or create an email promotion campaign through the Vault’s e-postcard feature. If direct mail is more appropriate, a dealer can choose from a number of templates that can be customized with their logo and contact information, then printed and easily mailed.

“We believe it is vital to assist our loyal customers in their efforts to sell our products. The Dealer Vault allows us to provide unprecedented support to our global network of dealers in an efficient manner previously not possible. We are sure dealers will see the enormous value in the Vault and that the possibilities for its use are endless,” says Angie Howard, Solamatrix marketing communications manager.

The Vault can be accessed through the Solamatrix home page at www.solamatrix.com. To learn more about the Solamatrix Brand Vault, dealers should call their local sales representative or authorized distributor.

Solamatrix, a subsidiary of Novomatrix, manufactures and globally markets a comprehensive family of Sun-Gard® solar control and Glass-Gard® safety and security window films for motor vehicles, homes and commercial property.

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