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Industry Leader on the Move: Dramatic Growth Takes DiversiTech to New Facility

As it concluded a record-setting year of sales for The "Original" Grill Pad®, DiversiTech Corporation moved to a new 14,000 square foot headquarters facility in Duluth, Georgia and also built a state-of-the-art distribution center to handle increasing demand for its products.

"We expect 2005 to be a blowout year, said Ray Shelor, national sales manager, special products. "We anticipated the consumer need for reliable low-cost protection for porches, patios and decks. We met their desire for color by introducing four vibrant new shades this year, and are poised for further penetration of the market when shipments of barbecue grills, chimineas and outdoor firepits are again projected to hit record numbers. The increasing use of outdoor hearth appliances add greatly to the appeal and functionality of our Grill Pads."

Sales of the lightweight, durable Grill Pads hit double digits in each of DiversiTech's six regions, with the Northeast leading at 32 percent and the Southwest next at 24.

No Grill Pad Left Behind

Shelor added, "There is no good reason for a new grill, smoker or outdoor product to leave the store unaccompanied by a Grill Pad. It's a simple add-on sale – one that will have real impact on the retailer's bottom line.

With the kind of money homeowners put into outdoor living areas, spending between \$25 and \$35 for real lasting protection – instead of paying thousands later to replace or repair a damaged patio or porch – makes perfect sense.”

Millions and Millions Impressed

Retailers will be supported by a strong, ongoing media program promoting the Grill Pad with ads in spring issues of trade, consumer and firefighter magazines, and an aggressive consumer education program – all expected to generate well over 200 million media impressions.

The “Original” Grill Pad will appear in publications including: Hearth & Home, Casual Living and HFN ... Chile Pepper, Midwest Living, Western Living (Canada) and Yankee (New England) ... Texas Monthly, Florida Monthly and city magazines in Atlanta, Phoenix, Scottsdale, San Diego, Dallas and Houston.

For more information on pricing, product availability, promotional and POS material please visit www.grillpad.com or contact Sue Roop at 1-866-474-5572 ext. 1008.

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The new DiversiTech office headquarters is located at 6650 Sugarloaf Parkway, Suite 100, Duluth, GA 30097. Phone 678-542-3600.