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INNOVATIVE TOOL & MACHINE CO., INC. LAUNCHES NEW WEBSITE

FALCONER, NY (October 18, 2006) – Innovative Tool & Machine Co., Inc. (ITM) has launched their updated and enhanced website, www.innovatool.com, utilizing the services of Eaglezip.com, formerly known as eWiNYS.com.

In addition to the new, contemporary look, additional features have been added to facilitate customer communication with ITM. One such feature is the “Request for Quote” page which allows customers to request pricing for products and/or services electronically, thus eliminating the need for faxing and/or mailing. Although the latter options are still available, the ease to send electronic drawings and information via the website will reduce the response time back to the customer.

“We’re very excited about the launch of our new website,” stated Tracie Swanson of ITM. “The ever-changing realm of the manufacturing industry and technological advancements of the world wide web prompted us to redesign our website, allowing us an updated avenue of communication with our valued customers.”

Innovative Tool & Machine Co., Inc., in operation since 1984, specializes in the design and fabrication of Specialty Machinery and Automation Control Systems. Based in Falconer, NY, they operate under the management of Douglas R. Swanson, President and General Manager.

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