



NEWS BRIEF

FOR IMMEDIATE RELEASE
Dec. 31, 2008

CONTACT: Frank Freeman or Lisa Ward
423.585.1962

TUFF TORQ ROLLS OUT NEW WEBSITE FOR NEW YEAR

MORRISTOWN, TN – 2009 kicks off with a bang as Tuff Torq Corporation launches a bigger and better website designed to demonstrate the company's broad and deep product lines and to create a more unified global image for the Tuff Torq brand.

“The site has been under development for three months,” says Frank Freeman, manager of the TTC Sales and Marketing department. “We are very excited about our bold new look, and the addition of many user-friendly elements such as downloadable PDFs on all products.”

As you first enter the website, you are greeted by large graphic images that represent the industry segments targeted by TTC: lawn and garden, marine, off-highway and industrial hydraulics. The images smoothly fade from one to the other while displaying the four major sections of the website: products, capabilities, the brand and innovations.

“In addition to the cosmetic enhancements, the website also includes more information,” explains Freeman. “We have included full-line comparison charts to help OEMs understand the various options that are available, and photos of each product are featured on the specification charts.”

The following message is reinforced throughout the website: *“World-class drive systems by Tuff Torq are backed by more than sixty years of hydraulic experience. Our innovative design trusted engineering and state-of-the-art manufacturing provide our OEM Partners solutions that make them more productive and allow them to enhance their customers' quality of life.”*

To view the complete website, please go to www.tufftorq.com. Tuff Torq is headquartered in Morristown, Tennessee USA.

###