



Press Release

FOR IMMEDIATE RELEASE

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PACBRAKE LAUNCHES DYNAMIC NEW WEBSITE **Geared To Connect With Diesel Truck Owners**

BLAINE WA - Pacbrake Co., leading designer and manufacturer of the award-winning PRXB Exhaust Brake, has just re-launched their website at www.pacbrake.com.

The new website features easy-to-find product information, as well as a fun and interactive promotions area. The promotions area will be tied in with their national advertising campaign, inviting people to enter their reason why they need a Pacbrake product. Chosen reasons will be featured in upcoming ads, with the winner receiving free Pacbrake products.

Larry Crouse from Arvada, CO is the most recent winner of a Pacbrake PRXB Exhaust Brake for his 2007 GMC 3500. His reason "It is a good feeling going down the pass with the exhaust brake on and not touching the brakes," will be featured in the January issue of *Trailer Life* magazine.

The website, developed in tandem with STUDIOTHINK, a leading creative agency located in Surrey BC, also features a forum for fellow truck owners. Diesel truck experts at Pacbrake will be available to discuss products and post questions and answers.

Following suit of other manufacturers, Pacbrake is utilizing their online forum as a product development tool by going right to the source – the customer. To encourage the flow of ideas and discussion, the forum offers a reward for any discussion chains leading to the development of new products. Pacbrake's team of engineers monitor the forum on a daily basis, looking for the next great aftermarket product.

The site isn't all about new ideas. The new site is full of useful information. For example, you can find all products available for your vehicle in just a few clicks of the mouse. Plus, both customers and dealers have access to complete technical specifications, product comparisons, performance charts and installation guides.

Pacbrake is an award-winning designer and manufacturer of cutting edge vehicle technologies, first known for their commercial engine brakes. They engineer aftermarket products for a wide range of trucks and RVs, specializing in diesel. From their flagship PRXB Exhaust Brake to their new line of Air Suspension products, Pacbrake is leading the way to a better, safer ride.

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High resolution files of logo and images available. Email request to leigh@pacbrake.com.