

## EGO Factory ([www.egofactory.com](http://www.egofactory.com))

**March 22, 2008**

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### **FOR IMMEDIATE RELEASE**

## **EGO Factory launches Accuride International Inc. new company website at [www accuride.com](http://www accuride.com)**

**IRVINE, CA (March 22, 2008)** After a successful new development process, EGO Factory is proud to announce the release of the new Accuride International Inc. website. The website features a modern new design concept and many new, user-friendly tools for the slide enthusiast.

Along with a vastly improved user interface there are new sections for woodworking, industrial and corporate visitors, each with its own look, and all following a “sliding” concept. One outstanding new feature is a dynamic slide selector that updates as the user types. There is also a new distributor locator tool to help improve the whole user experience. “It’s a sliding concept in the design and functionality of the new site that reinforces product recognition,” mentioned Alex Zonin, Chief Technology Officer. “We wanted the website to have the same high quality feeling as using Accuride slides”.

EGO Factory Worked with Accuride to develop the site to effectively communicate detailed information about the company’s ever-growing line of precision slide products. Accuride International Inc. designs and manufactures precision slide products for a broad range of industries and applications. To view the new site and features listed in this Press Release, please visit [www accuride.com](http://www accuride.com).

## **About EGO Factory**

EGO Factory is a full-service interactive agency that offers web site development, web maintenance, business-class hosting, consulting, and online marketing. EGO Factory was formed in April 2003 with a commitment to develop high quality online and offline solutions to meet client needs, provide results and surpass expectations. Like in any business, in the world of interactive media there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep their clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.