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For Immediate Release



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## NEWS RELEASE

### **Bilt-Rite Orthopedics and Safety Expands Product Line and Releases New 2008 Catalog and Price List**

**Philadelphia, PA, March 10, 2008...**Bilt-Rite Orthopedics and Safety, manufacturer of quality "Made in the USA" orthopedic, ergonomic and occupational supports, has just released an expanded and enhanced catalog and price list.

The new catalog features numerous new products in each of the many categories, including back supports, orthopedic supports, knee supports, orthopedic pillows, and durable medical equipment, as well as entirely new product categories such as visco elastic braces and finger splints.

"This catalog is now one of the most complete offerings of orthopedic products available," said Will Palmer, Bilt-Rite's Operations Manager. "Bilt Rite now provides a comprehensive solution for so many medical dealers, healthcare distributors, pharmacies, and medical professionals throughout the world."

Bilt-Rite's new catalog is also a "leap forward" in the marketing of its products. The catalog features a leaping sports figure on the cover which highlights many of the sports related products inside. New identifying body icons for each product type, as well as easy to use color coded sections, make finding what customers want very easy.

"We wanted a high quality catalog that would match the high quality of our products", says Palmer. "These are some of the best products in the industry, proudly made in the USA, and now our customers can really get a better sense of what the products look like, and more importantly, what they can do for patients."

The new catalog is just one of the essential parts of an enhanced marketing effort by Bilt Rite in the marketplace. In the upcoming months, Bilt Rite plans to implement a more aggressive marketing program to increase company and product awareness internationally.

Bilt-Rite has been supplying home medical dealers and distributors, health care professionals, as well as hospitals and nursing homes with quality products for several years. Included among the products Bilt-Rite manufactures are: back supports; body jackets; lumbar, abdominal and universal braces; cervical neck collars; orthopedic pillows and cushions; TENS and EMS units; bed boards; hot/cold therapy packs; as well as wrist, elbow, ankle and knee supports.

Bilt Rite is a subsidiary of Mutual Industries, which manufactures a wide range of products serving many different industries. Included among these are: safety, construction, and surveying products; geotextile and erosion control materials; composites and electrical insulation; marine and automotive trims; reflective fabrics and tapes; and beauty supply products.

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