



COMPANY NEWS UPDATE

The Same Great Company, But With A Whole New Look!

Rochester, New York – February, 2007 – Rochester Abrasives Industries, a leader in grinding wheels, grinding segments, and abrasive products for industries such as cutlery and industrial knives, today officially announced their new brand identity. The 20+ year company has gone through several changes to their brand look and feel. However, due to the shifts and trends in the market and most importantly the need to capture the company's true value and benefits, a new, up-to-date brand has been developed. "This is an exciting time for us," said Greg Borrosch, President at Rochester Abrasives Industries (RAI). "We needed a brand and accompanying message that suits our company today. RAI offers many innovative, cutting-edge products that help our clients manufacture best-in-class products for their customer-base. This value had to be communicated properly from a brand standpoint—and had to stand out from the crowded industry we do business in. We are very pleased to see it all come to fruition!"

For more information about Rochester Abrasives Industries (RAI), please visit www.rochesterabrasives.com or call 800.724.9874.

ABOUT ROCHESTER ABRASIVES INDUSTRIES

Rochester Abrasives Industries (RAI) is a leader in providing high-quality, cutting-edge grinding wheels, grinding segments, and abrasive products for many industries including cutlery and industrial knives. RAI's 20+ year track record of providing innovative, reliable products and unmatched customer service has helped established the company as a leader in the domestic and international marketplace. We offer standard pre-made products as well as custom formulations and product solutions. We not only focus on the needs of today, we also proactively help customers plan for tomorrow. For more information about RAI, visit www.rochesterabrasives.com or call toll-free: 800.724.9874, Rochester: 585.429.5240.

CONTACT: Greg Borrosch
President
Rochester Abrasives Industries
585.429.5240
greg@rochesterabrasives.com

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