

Pelco Products, Inc.

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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Contacts:** Mike Gilliland, Pelco Products, Inc. 405-340-3434

Pelco Products, Inc. Announces Launch of New Social Media Campaign

Pelco Products, Inc. is pleased to announce the launch of its new Social Media Campaign.

Effective October 5, 2011, Pelco Products' Ornamental division is officially social. This launch includes a Facebook and a Twitter presence, along with new landing pages and e-blast campaigns to more effectively market to specific product segment buyers.

We felt the need to communicate more effectively with our customers, giving them a more interactive and friendly approach to our overall team - sales, marketing and even production," said Mike Gilliland, Marketing Manager for Pelco Products.

Gilliland stated that the goal is to get the Social Media Campaign up and running for the Ornamental Division, which caters more to Main Street renovation and Campus Solutions, an area that specializes in site furniture, lighting and site amenities for campuses, university or otherwise. Once this is completed, the company will launch Social Media outlets for its Traffic and Utility divisions.

"We hope that these additional touches will remind customers that we really are here to help and make ourselves available to any request they may have," Gilliland stated.

Pelco Products, Inc. has been in business since 1985 and prides itself on new, innovative solutions for customers and their environments. Pelco Products' new Twitter contact is @PelcoOrnamental and can be found on Facebook at Pelco Ornamental. Or, they can be found on the internet at [www.pelcoinc.com](http://www.pelcoinc.com).

For more information, contact Mike Gilliland at (405) 340-3434.