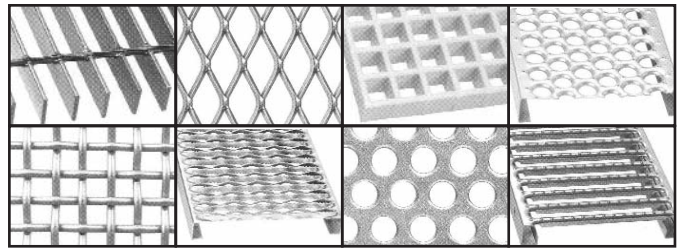


# McNICHOLS CO.

## PRESS RELEASE

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### McNICHOLS NAMED A TOP MULTICHANNEL MERCHANT

COMPANY'S PRINT AND ONLINE MARKETING PROGRAM PROVES EFFECTIVE

**TAMPA – August 12, 2009** - McNichols Company is finding itself in good company with such powerhouse retailers as Dell, Staples and Macy's with its recent ranking in the Top 100 Multichannel Merchants according to *Multichannel Merchant* magazine. The ranking, which is performed annually by the publication, tracks companies whose print catalog practices accounted for a significant portion of the business's direct sales.

In 2008, McNichols mailed more than 4 million catalogs, contributing to more than \$205 million in sales. As North America's leading supplier of perforated metal, expanded metal, gratings and wire mesh, McNichols advertises its products and fabrication services through an effective advertising campaign of print catalogs, email marketing, brick-and-mortar service centers and its web site at [www.mcnichols.com](http://www.mcnichols.com). This combination of product and services promotion garnered the company its ranking.

McNichols' effective marketing and mailing practices ensures its customers are up to date on the company's latest products and services, including the recent addition of Designer Metals Textures and Finishes to its already extensive collection of more than 2,500 products. The company also recently launched a new online "Virtual Designer" tool for its customers.

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McNichols Co., founded in 1952, is the North America's leading provider and fabricator of perforated and expanded metal, wire cloth and all types of grating and flooring to customers worldwide. Driven by a strong family legacy and catalog and Internet marketing, the company serves numerous industries from 22 locations throughout the United States, Mexico and Canada, including 17 service centers and 5 field offices. Headquartered in Tampa, FL, McNichols Company actively maintains the ISO 9001:2000 quality standard for each of its domestic service centers. For more information on McNichols Co., visit [www.mcnichols.com](http://www.mcnichols.com).