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## **FOR IMMEDIATE RELEASE**

### **Wayne Dalton Improves Online Experience with Redesigned Website** *Wayne Dalton Unveils New Website for Residential Garage Doors*

**Lewisville, TX** (January 8, 2013) – Wayne Dalton, a world-class manufacturer of high-quality residential and commercial garage doors, recently unveiled a redesigned website focused on residential garage door collections. With added features, an updated design and additional content, Wayne Dalton's new website improves the online experience for homeowners and Wayne Dalton dealers.

#### **Enhancements to the Wayne Dalton website include:**

- **A more engaging homepage** – The overall look and feel of the redesign begins with the homepage, which helps to draw homeowners into garage door collection pages as they begin the selection process by highlighting Wayne Dalton product designs through multiple images and the addition of quick links, which lead to photo galleries and the Garage Door Design Center.
- **Easier navigation** – A streamlined navigation bar with drop down menus gives visitors quick access to product details, installation instructions and dealer contact information. A simplified layout walks homeowners through the garage door selection process and offers dealers ways to more effectively present garage door options to customers.
- **Improved organization** – All garage door models are now organized into collections by design and material, making it easier for homeowners to find the products that best fit their personal style and needs.
- **Enhanced image selection** – Additional images showcase the breadth of Wayne Dalton products, simplifying the selection process for both homeowners and dealers.

“From the moment a homeowner begins considering the purchase of a new garage door up to the actual installation, the new Wayne Dalton site provides assistance every step of the way through new content and an improved user experience,” said Ali Isham, brand manager for Wayne Dalton.

The redesigned site also includes the new Wayne Dalton blog, [Door Buzz](#), and links to the company's [Facebook](#), [Twitter](#) and [YouTube](#) pages.

Enhancements expected to be unveiled later in 2013 include a complete redesign of Wayne Dalton's commercial website as well as an improved, tablet-friendly Garage Door Design Center, Wayne-Dalton's award-winning online visualization tool that enables homebuyers to test the latest garage door styles, colors and accessories before they make a purchase.

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For more information about Wayne-Dalton garage doors, or to access the online Garage Door Design Center, visit [www.Wayne-Dalton.com](http://www.Wayne-Dalton.com).

### **About Wayne-Dalton**

Wayne-Dalton, a division of Overhead Door Corporation, is a world-class leader that has designed and manufactured residential and commercial garage doors for over 50 years. For dealers, the company is known as a proactive business partner that prides itself on providing a wide variety of easy-to-install innovative products and smart sales tools that help them grow their business. At the same time, Wayne-Dalton simplifies the purchase process by providing a full range of door options and styles through conveniently located dealers. Nine manufacturing facilities, over 70 Sales Centers, and over 2,000 independent dealers, both domestic and international, ensure unmatched distribution. Wayne-Dalton continues to expand its offering into other building material categories, and offers a complete line of Fabric Shield Storm Protection Products. For more information, visit [www.Wayne-Dalton.com](http://www.Wayne-Dalton.com), our [Facebook](#) page or follow us on [Twitter](#).

### **About Overhead Door Corporation**

Overhead Door Corporation, based in Dallas, Texas, is a leading manufacturer of doors and openers for residential, commercial, industrial and transportation applications. The company has five divisions: Access Systems Division (ASD), which features the Overhead Door and Wayne-Dalton brands; The Genie<sup>®</sup> Company, manufacturer of remote-controlled garage door opening systems; Horton Automatics, a manufacturer of automatic entrance systems; TODCO, the largest producer of truck doors for the transportation industry and Creative Door Services, Western Canada's leader in providing door products and services to the residential, commercial and industrial markets. Overhead Door Corporation created the original overhead garage door in 1921 and the first electric garage door opener in 1926. Overhead Door now employs more than 3,500 people, has 22 manufacturing facilities, 78 regional sales and service and installation centers and more than 5,000 distributors and dealers that service national builders, national accounts, architects, general contractors and homeowners, as well as major retailers in the U.S. and Canada. Overhead Door Corporation is a subsidiary of Sanwa Holdings Corporation of Tokyo, Japan. For additional information, visit [www.OverheadDoor.com](http://www.OverheadDoor.com), our [Facebook](#) page or follow us on [Twitter](#).

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