



For Immediate Release

Contact:

Blair Ciecko

708-655-2045

blairc@celticchicago.com

Matot, Inc. Merges with Atlas Elevator Company To Strengthen Offering of Commercial Grade Lift Solutions

*Fourth-generation, family-owned business
unveils redesigned logo, comprehensive Web site*

Chicago, May 14, 2008—Matot, Inc., a fourth-generation innovator and manufacturer of commercial grade lift solutions for commercial, healthcare, industrial and residential environments, today announced a merger with Atlas Elevator Company. Operating under the Matot corporate umbrella, the partnership will provide customers in a variety of industries a more robust offering of customized, commercial lift solutions; increase worldwide distribution channels; and allow the company to continue strengthening customer relationships built during its 120-year history.

“This partnership between Matot and Atlas has literally been years in the making, and because of our similar customer-centric approaches and multi-generational experience, we knew it was a natural fit,” said Cece Matot, Matot’s fourth-generation owner and co-president.

“Being a quality manufacturer of commercial lift solutions to fit our customers’ unique environments has always been our mission, and we will continue to operate under the same philosophy that has made us a market leader since my great-grandfather, Duffy Matot, founded Matot in 1888,” she said.

Atlas, like Matot, has a long history of success, and was founded in 1948 by Charles Peter Dolan. Under the terms of the agreement, Peter Dolan, Atlas’ president and grandson of the founder, will assume the role of Matot’s Vice President of Commercial Sales. He will bring his nearly 13 years of experience to Matot, focusing on expanding sales in the commercial dumbwaiter arena.

“It’s very exciting to become part of a company with a similar market approach and a deep-reaching reputation as a successful manufacturer,” said Dolan. “We have extremely complementary offerings and our customers will reap the rewards of combining our expertise.”

Dolan continued, “The founders of both Matot and Atlas paved the way with a personalized approach and family-owned and operated business model, and we’re proud to continue the tradition for future generations.”

In conjunction with the merger, Matot has recently unveiled a new corporate logo that better reflects the innovation and reputation of the company as a leader of commercial grade, customized lift solutions for 120 years. In addition, Matot has launched a redesigned, comprehensive Web site (www.matot.com) created to be a one-stop resource for customers in commercial, industrial, healthcare and residential markets.

“We have such a breadth of commercial lift solutions depending on our customers’ specific projects that we wanted to provide them with an easy-to-navigate, yet robust, site to help make their purchasing decisions easier,” said Matot’s fourth-generation owner and co-president Anne Matot.

She continued, “While our Web site will never replace the critical one-on-one relationships we’ve formed with our customers over decades, it is an important tool in not only positioning Matot for the future, but for providing customers with another important information source.”

On Matot’s site, visitors can click through by specific industry or go directly to one of the most useful features, the interactive “Solutions Center.” Once there, they can enter unique specifications or requirements for their projects. This information will be relayed to a sales expert at Matot, who will then collaborate with the customer to design a customized solution, complete with CAD drawings and specifications, within one to two business days.

About Matot, Inc.

Since its founding 120 years ago, Matot, Inc. has manufactured the highest quality commercial grade lift solutions in commercial, healthcare, industrial and residential environments. Centrally headquartered in Chicago and serving clients in the U.S. and worldwide, Matot has a distinguished history of customer satisfaction. Matot’s collaborative approach ensures the right solution for each client.

For more information on Matot or its family of products, please visit www.Matot.com or call 1-800-369-1070.

###