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FOR IMMEDIATE RELEASE

CustomCool USA Launches a Brand New Look

March 23, 2006 – CustomCool USA, a manufacturer, custom fabricator and distributor of foodservice equipment and refrigerated display cases, has teamed up with Webnbeyond’s award winning design and programming team to launch their brand new website <http://www.customcool.com>.

Since 1981, CustomCool USA has been manufacturing heavy duty, stainless-steel equipment. From the beginning, they have been an important staple of New York's Tri-State Region, and as they continue to expand throughout the US it became clear that their high-end product was simply not reflected in their old website.

Webnbeyond rose to the challenge and afforded CustomCool USA with a sleek new look and feel to match their superior product line. In addition to creating a user friendly navigation, Webnbeyond creatively used an abundance of beautifully crafted product shots to further enhance the site.

The CustomCool USA mark means that you are purchasing heavy duty service equipment that will outperform others and now the new web site clearly reflects that.

As Keith Stark, CustomCool USA’s Director of Marketing is quick to note, “Working with Webnbeyond was a pleasure; they delivered prompt, professional and high-quality service to the highest level.”

About Webnbeyond

Webnbeyond, (www.webnbeyond.com) is an award-winning full service design and marketing firm whose endless capabilities extend from traditional to interactive marketing & design solutions. Webnbeyond offers complete promotional packages that set their clients beyond all competition. From consulting to website design and interactive marketing campaigns, Webnbeyond provides client support throughout the entire project. In addition, Webnbeyond offers hosting, custom programming and e-commerce solutions.

About Custom Cool USA

CustomCool USA is a manufacturer, custom fabricator and distributor specializing in the ‘Full Store Concept’ by offering solutions for a broad range of foodservice applications. Also a distributor for SIFA modular Italian furnishings, they manufacture and customize equipment that is tailored to exceed clients' special demands, and allows them to complete virtually any foodservice project -- a service that many companies cannot provide.