

NEWS RELEASE

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FOR IMMEDIATE RELEASE

October 18, 2011

Russellville Company Honored With National Industry Award

October 18, 2011; Russellville, Ark. – Innovation Industries, Inc. of Russellville, AR received the 2011 Contractors' Choice of the Year Award by the National Association of Elevator Contractors at the association's 62nd annual convention in New Orleans. The award recognizes Innovation's role in the continued success of the NAEC as well as the company's commitment to their customers and other partners in business. The annual recipient is determined by a NAEC committee, judging the nominees on sixteen categories of company performance ranging from customer service and product quality to support of the elevator industry.

"This is truly an honor for our company," said Paul Horney IV, president and CEO of Innovation since 2000. "It validates the effort every single person at Innovation puts into building an excellent product and taking care of our customers anyway we can."

Innovation Industries, Inc. relocated to Russellville in 1980 from Roswell, New Mexico. Since that time, the company has grown to become one of the largest manufacturers of elevator fixtures, push buttons and components in North America. Innovation products can be found throughout the world with a few notable installations in:

- Cowboy Stadium
- Yankee Stadium
- The Space Shuttle launch pad
- The Atlanta Motor Speedway
- Walt Disney Concert Hall
- Harvard & Yale Universities

Innovation currently employees 115 people and is located at 3500 East Main Street in Russellville.

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