



www.gentec-intl.com

Media Release

FOR IMMEDIATE RELEASE

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Gentec launches updated website featuring new design, enhanced content, and improved functionality.

Gentec International is pleased to announce the launch of its updated website (www.gentec-intl.com). The new design is evident right from the home page, with its sleek new look and simple, intuitive navigation to all product divisions, brands, and other important tools. More than just a cosmetic update, however, the new consumer-friendly site features additional content and improved functionality, making it significantly easier to navigate and find information about the products and services Gentec offers.

Of particular note is the Search field, which has been completely reprogrammed to significantly improve advanced searches by brand, model, or keywords. Results pages feature a new, simpler layout with user-selectable fields in the sidebar that allow refinements to the search parameters. And searching by brand not only results in a comprehensive product listing, it also provides additional information specific to each brand, including manuals, videos, warranty information, product photos and other marketing and support materials.

Product information is also available in the **online product guides**. Whether you search by specific item or by brand, a complete product guide can be downloaded or printed. The dynamic nature of the product guide engine means the product listing is always up to date.

As Canada's leading accessory supplier, we have included a useful tool to help visitors find the right accessories for their devices. The **Accessory Finder** will help locate everything on our site that will work with a particular device, whether it's a battery for a digital camera or a case for a mobile phone.



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Once a product is found on the site, the **Where to Buy** feature finds the nearest retailers. The improved functionality of this search is more intuitive than in previous versions, and includes a user-friendly map locator that offers results based on your current location, or a user-selected location.

The site content has also been expanded to offer more information about Gentec and all of its products and services. It's now easier than ever to keep up to date on corporate news, awards and reviews, featured products and brands, and other information about Gentec in new sections that include press releases, media reviews, videos, and product brochures. And all the new content can be shared using the social networking links, including Facebook and Twitter.



To learn more about Gentec, go to the **Company Profile** page under the About Gentec tab at www.gentec-intl.com and view the **Take a 360° Tour of Gentec** video.

For more information, please contact Andrea De La Cuba, Cohn & Wolfe, at 416-924-5700, ext. 4071, or email andrea.delacuba@cohnwolfe.ca.

About Gentec International

Gentec International is Canada's leading consumer accessory products company supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless and mobile audio products to the Canadian retail marketplace. Gentec offers prominent brand names such as Optex, Sigma, Velbon, Gary Fong, Black Rapid, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, ProLink, Smarhome, Klipsch, Mirage, Jamo, Stinger, and Phoenix Gold.

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