

ILG (International Laser Group) Nominated for Best Ad Campaign

August 2007



Best Ad Campaign; ILG Jumps Through Hoops for Customers

ILG (International Laser Group) a 20 year pioneer in the compatible cartridge manufacturing industry has been nominated in Recharger Magazine's 2007 Reader's Choice Awards for their fun and memorable "ILG Jumps Through Hoops" Advertising Campaign.

"Our ad campaigns are designed primarily to educate our customers and prospects about ILG's business philosophy, and secondarily to invite clients to "Discover the ILG Difference"," explains Joe Shulman, Vice President. "We crafted our "Jumping Through Hoops" campaign to demonstrate ILG's turn-on-a-dime, solutions-based approach to dealer partnerships. ILG fully understands that customers have many choices in vendors, and we are committed to world class customer service. "Jumping through hoops" for our customers, each and every day, every time represents the ILG philosophy of dealer care."

Voting is open through August 5th, 2007. Readers can cast their votes by faxing (702) 438-4025, or they can vote on-line at www.rechargermag.com. There is also a link to Recharger Magazine's on-line voting ballot at www.ilglaser.com. Winners will be announced during a gala event at the Recharger Magazine Reader's Choice Awards Ceremony on Tuesday, August 21st in the Palm Foyer of the Mandalay Bay Hotel in Las Vegas.

Founded by the Michaels family in 1988, today ILG is a manufacturing powerhouse. Armed with the industry's most advanced equipment, and a rigorously trained technical staff that is STMC certified, the company has earned a reputation for producing reliable, leak-free cartridges that provide high margins to the reseller and considerable savings for the end-user. With four distribution centers located strategically throughout the United States, the company is able to offer rapid, cost-effective delivery anywhere in the nation.

Contact ILG at (818) 888-0400 ext. 3207, or visit www.ilglaser.com