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FOR IMMEDIATE RELEASE

Da-Lite Screen Adds Innovative New Design Center For Custom Projection Screens and Wood Products

WARSAW, IN – April 2, 2009 – In a major announcement, Da-Lite Screen Company has responded to the demand for projection screens for custom applications with the launch of the new Da-Lite Design Center. Long recognized as a leader in the development of innovative projection screens and proprietary materials and fabrics, Da-Lite is now offering its design and engineering expertise for one-of-a-kind projection screen designs that answer the most unique and challenging applications. Also included in the Da-Lite Design Center’s offerings is the customization of its line of wood products, including media work stations, lecterns and equipment rack carts.

“Da-Lite has a history of customer service that has always included the production of specially designed projections screens,” stated Wendy Long, Da-Lite Vice President of Marketing. “With the launch of the new Da-Lite Design Center, we have recognized that today more and more architects and AV consultants need someone they can partner with on challenging projects. Now, these solutions can be as easy as a click away with the new online Da-Lite Design Center.”

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The Da-Lite Design Center is managed by Alex Barrett, CTS. Alex is the go to person for questions and is the gatekeeper for all things custom. “We have employed a complete series of Da-Lite Design Center Start Work Requests that are easily accessed from the new Da-Lite Design Center website featured at da-lite.com,” commented Alex. “Now getting started on a solution to our customers’ special needs is only a mouse click away.”

The Da-Lite Design Center website features a full gallery of custom designed projection screens and installations from around the globe. “The Da-Lite Design Center gallery is a great way for architects, consultants and interior designers to preview some of our tremendous capabilities,” continued Long. “We have been amazed at the initial response to the Da-Lite Design Center and look forward to helping integrators meet their clients’ needs through our unique combination of design, engineering and manufacturing skills.”

The Da-Lite Design Center is another innovation in a long list from the Da-Lite Screen Company and reflects its commitment and investment to the future of the projection screen market. In 2008, Da-Lite introduced its revolutionary 3D Virtual Grey and 3D Virtual Black front and rear projection screens. For 2009, the company set the CES tradeshow ablaze with the introduction of its new home cinema and post production JKP Affinity Screen series in partnership with Joe Kane Productions.

Attachments: Da-Lite Logo, Da-Lite Design Center Logo and website Home Page

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Founded in 1909, Da-Lite Screen Company is the leading producer of high quality commercial and residential projection screens worldwide. With headquarters in Warsaw, Indiana and additional operations in the U.S. and Europe, Da-Lite manufactures projection screens and accessories to Fortune 500 companies, entertainment and major broadcast networks, education systems and governments around the globe. Today Da-Lite’s proprietary screen technologies are specified for the most demanding installations from military training simulators to boardrooms and classrooms to home theaters. Da-Lite has become the “First Name in Projection Screens.” For more information, visit Da-lite.com.