



## **JLK Leads Metalworking Distribution Industry With On-Line Catalog And Search Engine**

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LATROBE, Pa., April 13 /PRNewswire/ -- JLK Direct Distribution Inc. (NYSE: JLK), Livonia, Mich., announced today an exciting advancement in e-commerce by launching an on-line version of its complete master catalog containing more than 145,000 tools and supplies for the metalworking industry at [jlindustrial.com](http://jlindustrial.com). The site is the most sophisticated and user-friendly of its kind in the metalworking distribution industry, enabling customers to quickly browse and order items electronically.

President and Chief Executive Officer Richard J. Orwig said, "This is a major milestone in our goal of continued leadership in metalworking distribution. Our powerful e-commerce platform builds on the company's leading comprehensive marketing channel strategy, which includes retail stores, customer service centers, seven major distribution centers, integrated supply services, field sales personnel and operations in the United States and Europe reaching more than 120,000 active customers."

The website provides customers rapid access to the 145,000 items in the catalog through the use of a "smart" search engine. The state-of-the-art software provides customers the ability to customize search options to suit their needs. The online catalog provides easy step-by-step ordering instructions and the convenience of shopping for metalworking products 24-hours a day. The catalog is integrated to a "shopping cart" for rapid order placement. The site also features a web sale page, current pricing, and the ability to request product availability, technical advice and quotations.

JLK also announced a partnership agreement with EqualFooting.com, a B2B marketplace that establishes unprecedented purchasing and financing power for small manufacturing and construction businesses. As a result of this partnership, JLK customers will have even more ways to access JLK's catalog.

Based in Dulles, Va., EqualFooting.com is an online marketplace enabling small businesses, initially those in industrial, manufacturing and construction sectors, to more effectively purchase supplies and equipment. The site has the largest maintenance, repair and operating (MRO) supplies catalog in manufacturing and construction on the Internet.

Mr. Orwig commented, "We are excited about launching this initiative. It is the beginning of a whole new approach to marketing our products and services using advanced technology. Going forward, we expect to fully integrate the online catalog and customer order process into the e-commerce module of our new state-of-the-art management information system, which is specifically designed for distribution companies. This will enable our customers to use the Internet to seamlessly place orders, check inventory for price and availability, get quotes, and check the status of orders. We also will add features that customers will find to be useful and which will add value to the purchases they make from us. These e-commerce initiatives will strengthen our competitive position in the marketplace and improve our internal operational effectiveness. In addition, they will give us a strong platform to capitalize on other e-commerce strategic opportunities as they develop."

JLK sells a broad range of metalworking consumables and related products, including a full line of cutting tools, carbide and other metalworking inserts, abrasives, drills, machine tool accessories and other industrial supplies. The company markets to the needs of the small- and medium-sized customers through J&L Industrial Supply's direct marketing catalog, retail store and field sales programs and serves medium- and large-sized industrial manufacturers through integrated industrial supply (Full Service Supply) programs.

SOURCE JLK Direct Distribution Inc.

Web site: <http://www.jlindustrial.com>

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