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**Gloucester Engineering Launches New
Marketing Campaign & Landing Page**

GLOUCESTER, MA May 5, 2011 - Gloucester Engineering Co. is pleased to announce the launch of their new marketing campaign and landing page, www.MoreThanMachinery.com.

The campaign launched on April 18th and centers around testimonials from Gloucester customers. The campaign creative directs users to www.MoreThanMachinery.com, which features video vignettes of customers and employees. Each week, the page is updated with a new video, Gloucester product information and technology giveaway.

“This is an exciting time for Gloucester Engineering,” said Gloucester CEO Mark Steele. “As we approach our 50th Anniversary, we felt the time was right to reintroduce the Gloucester of today.”

“Gloucester Engineering has such a strong legacy of service and innovation,” said Gloucester President Carl Johnson. “We wanted to capture the spirit of the company and what better way to do it than through our customers. At the end of the day, they are what Gloucester Engineering is all about.”

About Gloucester Engineering Co.

Since its inception in 1961, Gloucester Engineering Co. has been a global leader advancing quality and production limits in the plastics extrusion and converting market. GEC offers a range of innovative systems and component solutions, for both new lines and retrofits, that provide customers a competitive edge in applications that include bag making, foam and sheet extrusion, blown and cast film extrusion and extrusion coating. GEC manufactures its equipment from its headquarters in Gloucester, MA, and through its joint-venture company in Damman, India, Kabra Gloucester Engineering.

Gloucester Engineering Company

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