



PRESS RELEASE

For Immediate Release

May 10, 2011

Middlesex Gases & Technologies, Inc. Launches Redesigned Web Site

Everett, Massachusetts, May 10, 2011. Middlesex Gases & Technologies, Inc., the premier supplier of specialty gases, cryogenics, microbulk and bulk gases in New England, has recently launched a new web presence.

For Middlesex Gases & Technologies, it is important to effectively communicate the broad range of products and services it offers. Completely re-worked navigation and layout of the website was paramount in accomplishing this goal. For the last 20 years, the company has focused on the growing Biotech and Life Science market. Promoting the company's extensive capabilities was the primary reason for re-launching the web site while maintaining Search Engine friendliness for all facets of the site.

"We were able to incorporate yet differentiate our two primary gas sectors, the Biotech/Pharmaceutical/Life Sciences market and the Industrial market, seamlessly into the web design," states Ron Perry, Sales & Marketing Director at Middlesex. "We also made it more fluid for our site visitors and customers to contact us using conveniently placed contact forms throughout the site. We want to strongly convey our accessibility and willingness to help answer questions," Perry concluded.

Additionally, the online store, list of clients served, and tech articles were also carried over as they are vital components of the site, and frequently visited by users. The site has also been transformed to be a resource of educational information on specific gases, products and the industries themselves. The web site is not only an important marketing tool, but also a destination for those looking to learn about product and service offerings for specialty gases, cryogenics, microbulk and bulk gases.

Middlesex Gases & Technologies is a premier supplier of high quality specialty gases used across a broad range of life sciences, electronic and environmental applications. Family owned, Middlesex Gases and Technologies has developed an unprecedented level of quality service and technical innovation based on over sixty years of experience, www.middlesexgases.com

####