



TROXLER ANNOUNCES NEW WEB SITE

Company Reinvents Brand as Part of Web Site Launch

Research Triangle Park, NC (March 25, 2004) – Troxler Electronic Laboratories, Inc., a global leader in test and measurement equipment for the highway construction industry, announced today that their company web site has undergone an extensive redesign. The site's face lift adopts the new "look and feel" that Troxler has incorporated into all of their new marketing pieces and current ad campaign and supports their leadership brand positioning in the global construction test and measurement market.

"Over the years, we have continued to add new offerings, literature and programs. It was time to adopt a common approach to our branding and refreshed artwork to support our external appearance," said Rick Marcotte, Vice President of Sales and Marketing for Troxler. Added Marcotte, "in addition to the new appearance, the web site employs an intuitive navigational approach and a user-friendly e-commerce sub-site where customers can purchase Troxler parts and accessories as well as register for training classes."

The Troxler web site has long served as a valuable resource for information, not only on Troxler products and services, but also for the construction test and measurement market. Product information, regulatory forms, technical papers and application briefs are all part of the site offering. With the enhanced "Shop Troxler" e-commerce capabilities and the improved site structure and appearance, these improvements will surely make the user experience much more enjoyable.

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Background:

Founded in 1958, Troxler Electronic Laboratories, Inc. is dedicated to developing, manufacturing and servicing precision quality control and measurement equipment for the worldwide highway and construction industry. Troxler's comprehensive portfolio of field products include nuclear gauges and electromagnetic devices for quality control of soils, asphalt, aggregate and concrete. Troxler's laboratory products include gyratory compactors, infrared ovens and instruments for measuring specific gravities of asphalt mixtures. With the highest quality instrumentation backed by the most reliable customer service and support around the world, Troxler continues to be the most trusted name in quality control and quality assurance for the construction industry.

All trademarks are the property of their owners. Additional information about Troxler products and services can be found by accessing the Troxler World Wide Web site at www.troxlerlabs.com or by calling 1.877.TROXLER (1.877.876.9537) or +1.919.549.8661, if outside the USA.

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Contact Information:

Rick Marcotte, Vice President, Sales & Marketing
Troxler Electronic Laboratories, Inc.
1.877.TROXLER
Outside the USA +1.919.549.8661
troxsale@troxlerlabs.com