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FOR IMMEDIATE RELEASE:

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Secura Key Launches New Website

Chatsworth, California, Secura Key is pleased to announce the launch of its new website, www.securakey.com. The new site provides improved navigation, more logical organization of content, and quicker access to documentation, literature and support functions. It also meets the new Secura Key graphic standard and contains the new marketing message: **Smart. Reliable. Secure.**

The dramatically redesigned site, created by Secura Key's in-house marketing team, embodies the company's forward-thinking vision and commitment to the growing needs of its customers.

The site's homepage welcomes visitors with a graphical slide show with images of its major product categories, and a clean uncluttered design. Drop down menus or buttons and text with hyperlinks can be used to access any page on the website. Products are organized into logical groups, and each product page has a full description, photos, plus links to manuals and datasheets. A separate tab for RFID products has also been included.

Our support pages include a new product training page with links to upcoming training webinars. It will also include archived webinars and videos of troubleshooting and installation procedures for most Secura Key products.

"With changing information needs, it was time for a comprehensive restructuring of the online window to our services," said Marketing Communications Manager Pam Elkins. "The new www.securakey.com is easier to use, and provides increased flexibility for future growth."

About Secura Key

For over 38 years, Secura Key has manufactured access control and RFID products, pioneering the use of new card technologies in the security industry. Reader technologies include contactless smart cards, proximity, and other leading technologies. Secura Key's modern card/tag production plant is expert at packaging a wide variety of Access Control and RFID transponders in durable plastic packages, featuring 4-color graphics, custom form factors and encrypted data.

Secura Key's manufacturing plant and general offices are located in Chatsworth, California. Further information on Secura Key is available at <http://www.securakey.com>.

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