

NEWS RELEASE *from* **A&W Office Supply & Design**

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A&W launches updated Website, will ease online ordering

(Aug. 28, 2006) -- A&W Office Supply & Design, one of America's largest independent office products companies, has launched a new Website to make it easier to research inventories and order janitorial and sanitation products, office products and office furniture online.

"More and more of our customers are using online ordering, and our new site makes online ordering much easier," said Sam Sharp, A&W chief executive officer. "What's more, this site is simpler to navigate, with information much more accessible and understandable."

A&W's Website is www.awos.com.

"Our Website is organized to ensure that customers can immediately find what they want and place their order," Sharp said. "If they want to know more about our company, or just browse the site, it's structured to enable them to do that with no wasted time."

Online ordering was a relative rarity just a few years ago, but as customers have become more Internet savvy and confident in security measures, online ordering has taken off, Sharp said.

"Mainly it's convenience and speed," he added. "Web ordering saves time and money in ordering, processing and delivery. Everyone comes out ahead."

The new site is better organized; customers can find what they're looking for more quickly, saving them even more time, said Jeff Silver, A&W's director of sales.

"Over a period of time we compiled a list of suggestions, ideas, observations and issues about our previous Website," Silver said. "We listened and used what we learned and heard from customers to fashion this new site."

The site was written by Korda Communications, Inc. and designed by Chris Townsend of Square One.

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“We wanted the site to look and feel professional, so we hired communications professionals to do that for us,” Sharp said.

A&W Office Supply & Design is located on Dutchtown Road in Knoxville. The company employs 65 people system-wide, 57 in Knox County. A&W has branch offices in Johnson City and Shelbyville, Tennessee.

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