

CONTACT:
Brenda Thiessen
Bison Gear & Engineering Corp.
bthiessen@bisongear.com
630-443-5797



Bison Gear Launches New Web Site With Expanded Functionality and Content

Immediate visibility of entire product range complemented by videos, white papers, new closeout specials and worldwide In-Stock, Instant-Ship capability.

The screenshot shows the Bison Gear & Engineering Corp. website homepage. At the top, there is a navigation bar with the company logo, tagline "We Make Your Products Go", and contact information: "3850 Ohio Ave. St. Charles, IL 60174" and "1-800-AT-BISON". Below the navigation bar, there is a "BUY ONLINE" section with a list of product categories: Verdant Duty™ (inverter) Gearmotors, AC Parallel Shaft Gearmotors, AC Right Angle Gearmotors, DC Parallel Shaft Gearmotors, DC Right Angle Gearmotors, Hollow Shaft Gearmotors, DC Motors, Gear Reducers, AC Drives & Accessories, DC Drives & Accessories, VWDIR Gearmotors, and Custom. To the right of this list is a "PRODUCT SEARCH" section with dropdown menus for Type, RPM, HP, Torque, Voltage, and Gear Ratio, along with a "SEARCH" button. The main content area features a large image of a "FlexTorq" New Hollow Shaft Offset AC and DC Gearmotor. Below this, there are three sections: "Verdant Duty Gearmotors" (Energy efficient 3-phase AC inverter duty), "VWDIR Gearmotors" (Von Weise Drop-In Replacement gearmotors), and "Tight Drive" (Motor-mounted DC speed control). A "CLOSEOUTS" section lists various gearmotor models: AC Parallel Shaft (100 Series 100 in-lbs, 175 Series 170 in-lbs, 200 Series 200 in-lbs, 480 Series 1105 in-lbs, 650 Series 710 in-lbs, AC Accessories), AC Right Angle (746 Series 75 in-lbs, 756 Series 120 in-lbs), DC Parallel Shaft (100 Series 100 in-lbs, 175 Series 160 in-lbs, 200 Series 350 in-lbs, 480 Series 1112 in-lbs, 650 Series 710 in-lbs, DC Accessories), and DC Right Angle (746 Series 68 in-lbs, 750 Series 160 in-lbs). The page also includes a "3D SOLID MODEL DOWNLOADS" section and a "UPS worldwide delivery" logo.

St. Charles, IL - June 4, 2009 - The new [Bison Gear & Engineering Corp.](http://www.bisongear.com) web site offers immediate home page visibility of Bison's extensive line of fractional horsepower AC and DC gearmotors, electric motors, gear reducers, drives and accessories. Bison Gear's expanding video library has been added to the new site, along with white papers, featured new products and an ever-changing special "closeouts" section.

"In response to our web customers and channel partners, we've made it much easier to quickly find Bison products through linked summaries of our entire product range on the new home page, as well as our parametric search tools that enable visitors to find products based on type, voltage,

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3850 Ohio Avenue,
St. Charles, IL 60174 USA · 1-800-AT-BISON
info@bisongear.com · www.bisongear.com

speed, power, torque or gear ratio in any combination," said Brenda Thiessen, Bison Gear marketing supervisor. "In addition, we have included global web ordering capability for over 550 standard Bison products which are supported with same day order fulfillment through our [In-Stock, Instant-Ship \(ISIS\) program](#)."

Visitors to the new [BisonGear.com](#) can now easily link to Bison's [Twitter](#), [LinkedIn](#), [Facebook](#) and [YouTube](#) social media sites and also sign up to receive Bison's "Driving Force" newsletter.

About Bison Gear & Engineering Corp.

Founded in 1960, Bison Gear & Engineering Corp. designs and manufactures fractional horsepower electric motors, gearmotors and gear reducers used in industrial and commercial OEM applications worldwide. Bison's strong engineering tradition, based on Robusticity™ principles, offers products with up to twice as much torque in the same package size as competitors. Bison's St. Charles, Illinois integrated production facility manufactures gearmotors and reducers in parallel shaft and right angle configurations, as well as AC and DC electric motors, for applications where dependability and long lifetimes are important. [www.BisonGear.com](#)

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