

## FOR IMMEDIATE RELEASE

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### **KITAGAWA launches new brand vision to strengthen core business practices for the future.**

Schaumburg, IL – February 1, 2012 – Kitagawa-NorthTech, Inc. is proud to celebrate the 70<sup>th</sup> anniversary of Kitagawa Iron Works, with the launch of a re-imagined logo and intensified brand initiative.



For 70 years Kitagawa remains highly regarded as a prominent and trusted leader in complete workholding solutions for CNC lathe and turning centers world-wide. This 70 year benchmark has launched a new direction that reflects both Kitagawa and Kitagawa-NorthTech's determination to strengthen new and current customer relations; as well as advancing organizational harmony. To illustrate this new direction, Kitagawa has launched a re-imagined corporate logo representing this heightened company value in the market, which will also be reflected in Kitagawa-NorthTech's logo design. Kitagawa-NorthTech's COO, Tim Winard, states, "This brand initiative celebrates our focus around the enhancement of productivity and profitability for our customers by "Redefining Productivity". This heightened alignment with our customers will lead to even stronger relationships that we look forward to being a part of for many more decades to come".

About KITAGAWA-NORTHTECH, INC.

KITAGAWA-NORTHTECH is a leader in the custom design and manufacturing of high performance workholding solutions for lathes and turning centers. For over 30 years industry leaders have trusted Kitagawa-NorthTech to increase productivity through focused application analysis and superior precision and performance. Utilizing an in house network of engineers and consultants to customize workholding solutions, Kitagawa-NorthTech has proven success at Redefining Productivity™.

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