



MSA Launches New Web Site for North America

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Redesigned Site to Focus on Core Markets

PITTSBURGH, Jan. 11 /PRNewswire-FirstCall/ -- MSA (NYSE: MSA), a global leader in the supply and manufacture of sophisticated products that protect people's health and safety, today unveiled a new Web site tailored for the company's North American segment. The site, available at www.MSAnet.com, incorporates a strong market-oriented design highlighting the company's core North American markets and products tailored for those segments.

"In today's technology savvy marketplace, a company's Web site is certainly one of the most important and frequently used lines of communication with customers, prospects, investors and our communities," said William Lambert, President, MSA North America. "In fact, it's often the place where people have their first interaction with a company. The site we're launching today, compared to our previous site, is more user friendly in that it will quickly connect our customers to the products and information most relevant to them."

The decision to provide greater market focus was based on user feedback and an internal evaluation of MSA's site initiated last year. In addition to a market-oriented design, the site incorporates new navigational tools designed to provide customers, investors, the media and other key audiences with far more efficient and intuitive access to current information. Also included is a faster and more robust online product catalog, a redesigned "press room" and a new area called "MSA in the News," which provides links to recent news items pertaining to MSA.

"Industry research shows us that 70 percent of the total North American population uses the Internet and that nearly 75 percent of senior level executives prefer the Internet to other advertising for learning about new products and companies," Mr. Lambert added. "These are statistics that can't be ignored. The new MSAnet.com will provide these users with a comprehensive look at MSA while helping MSA in North America increase its brand recognition. In short, everything someone wants or needs to know about MSA will be just one click away."

Established in 1914, MSA is a global leader in the development, manufacture and supply of sophisticated safety products that protect people's health and safety. Sophisticated safety products typically integrate any combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life-threatening situations. The company's comprehensive line of products is used by workers around the world in the fire service, homeland security, construction and other industries, as well as the military. MSA products include self-contained breathing apparatus, gas masks, gas detection instruments, head protection, respirators and thermal imaging cameras. The company also provides a broad offering of consumer and contractor safety products through retail channels. These products are marketed and sold under the MSA Safety Works brand name. MSA has manufacturing operations throughout the United States and Europe and more than 30 international locations. More information about MSA is available on the company's Web site at www.msanet.com.

SOURCE MSA

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