



MSA Recognized as Outstanding Product Innovator

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PITTSBURGH, Oct. 9 /PRNewswire-FirstCall/ -- MSA (NYSE: MSA) announced today that it has been named the 2007 Outstanding Corporate Innovator (OCI) by The Product Development and Management Association (PDMA). In receiving this award, MSA was recognized for demonstrating a company-wide commitment to innovation and the continuous development of profitable new products in highly competitive markets. MSA shares this year's OCI award with FedEx Corporation.

In particular, MSA was honored for its New Product Development processes; developing a global organizational structure; instituting market research methods and a commitment to integrating Voice-of-the-Customer (VOC) feedback into new product designs; and the use of both existing and emerging technologies to develop an impressive portfolio of innovative product offerings representing more than 30% of the company's 2006 revenue.

"Receiving this award is something all of us at MSA are very proud of," said Ron Herring, Vice President of Global Product Leadership. "This award is truly a recognition of MSA's pioneering culture that integrates creative thinking and innovative processes to solve workplace challenges that often put life at risk. As The Safety Company, we take pride in being able to protect workers around the world by listening to the voice of our customers and converting that knowledge into sophisticated safety product features our customers value."

The PDMA is the premier advocate and comprehensive resource for product development and innovation professionals in the United States and abroad. With more than 3,000 members worldwide, the PDMA is dedicated to improving the effectiveness of individuals and organizations in product development and management through professional development, education, experience, networking, collaboration, certification and recognition.

MSA joined FedEx to accept the award on October 2, 2007 in Orlando, Fl. at the PDMA's 31st International Conference.

The Outstanding Corporate Innovator Award was established in 1987 and has since been awarded to thirty-seven outstanding firms including Sprint/Nextel, Apple Computer, BMW Group, Eastman Kodak, Harley-Davidson Motor Company, Hewlett-Packard, Nabisco and Pepsi-Cola.

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. Principal products include self-contained breathing apparatus, gas masks, gas detection instruments, head protection, respirators and thermal imaging cameras. The company also provides a broad range of consumer and contractor safety products through retail channels. These products are marketed and sold under the MSA Safety Works brand. MSA has annual sales of approximately \$914 million, manufacturing operations throughout the United States and Europe, and more than 40 international locations. Additional information is available on the company's Web site at <http://www.msanet.com>.

SOURCE MSA

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