

## **Innovative Program Allows Dealers to Create Customizable Ads and Direct Mail Pieces**

Dedicated to supporting all facets of its growing network of professional LiftMaster® dealers, Chamberlain® announces the launch of the LiftMaster AdCreator, an online tool available for creating customized advertising materials. Available to all LiftMaster dealers in May 2009, AdCreator replaces static advertising slicks and provides a turnkey solution for dealers looking to quickly generate LiftMaster-branded newspaper, magazine, and direct mail advertising tailored for local audiences, resulting in more effective communication that meets customers' specific needs. The AdCreator is being previewed in the LiftMaster exhibit at the IDA Show 2009.

Soon to become available through the LiftMaster Dealer Extranet ([dealer.liftmaster.com](http://dealer.liftmaster.com)) the LiftMaster AdCreator features easy-to-use templates and tools which offer dealers the complete freedom and flexibility to prioritize key product messages while customizing an advertisement's size, headlines, copy and dealer contact information. The seamless software creates ads in newspaper-ready formats, allowing dealers to select from a variety of sizes and color options while tailoring the ad messaging to reflect a particular promotion or sale.

Selecting from simple drop down menus and other pre-set options on the AdCreator, dealers can create a professional and crisp ad or direct mail piece within minutes and then submit it via AdCreator directly to Chamberlain for quick approval for co-op advertising funds. Coupled with the co-op funding available to dealers, Chamberlain has truly streamlined the process for assisting customers in increasing consumer awareness for the LiftMaster products they are selling and installing.

"Dealers will be amazed at how easily they can create customized ads featuring any LiftMaster product," said Paul Accardo, Manager, Advertising and Public Relations, The Chamberlain Group, Inc. "Offering our dealers the tools, flexibility and support of creating tailored ads is another way that Chamberlain exemplifies leadership in the industry," Accardo continued.

For more information on how to become a LiftMaster dealer or for more information on the LiftMaster Dealer Extranet and the LiftMaster AdCreator tool, please visit [dealer.liftmaster.com](http://dealer.liftmaster.com).