

PRESS RELEASE

Unicel Architectural wins top honors from Interactive Media Awards™ for architect-focused website

Website dedicated to providing high-value vision and daylight control insights and specifications for architects and designers



MONTREAL, CANADA – December 7, 2010 — Unicel Architectural, the leading manufacturer of aluminum and glass solutions, announced today that it has been awarded Outstanding Achievement in Website Development by the New York-based Interactive Media Awards™ (IMA) for its website dedicated to providing architects with information on vision and daylight control solutions. The award recognizes standards of excellence that comprise the Web's most professional work. The site was honored specifically for excellence in the "Building/Construction" category.

"We are committed to providing architects with all the tools they need to source and specify vision and daylight control solutions for the most discerning building requirements," said Jean-Francois Couturier, CEO of Unicel Architectural. "We are delighted to have our work recognized by the Interactive Media Awards™. This award is further validation that Unicel is a leader in the industry, able to effectively develop a powerful and informative online venue for the architectural community."

The judging consisted of various criteria, including design, usability, and innovation in technical features, standards compliance and content. In order to win this award level, the site had to meet strict guidelines in each area — an achievement only a fraction of sites in the IMA competition earn each quarter.

Continued Mr. Couturier: "The Interactive Media Awards are a highly sought-after prize, and this nod from IMA is a demonstration of our ability to generate world-class work for the benefit of architects. Being granted entry to such an exclusive club by IMA is testament to the true standards of excellence by which Unicel Architectural operates."

The new site is laid out in four key sections: Specialty Glazing, Skylights, Louvers and Custom Structures. These allow architects to quickly source the applicable solution, along with case studies, design applications and specifications.
Visit: www.unicelarchitectural.com

About the Interactive Media Awards

The Interactive Media Awards recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement. Sponsored by the Interactive Media Council, Inc., a non-profit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition seeks to elevate the standards of excellence on the Internet. For more information visit: <http://www.interactivemediaawards.com>.

Unicel Contact – US:
Viviane Chan
T: 450.670.6844 / 800.668.1580 (ext. 227)
C: 514.973.5789
vchan@unicelarchitectural.com

Unicel Contact – Canada:
Ricardo Ruiz
T: 450.670.6844 / 800.668.1580 (ext. 249)
C: 514.605.5544
r Ruiz@unicelarchitectural.com

About Unicel Architectural

For over 45 years, Unicel Architectural has built a reputation for the most advanced aluminum and glass solutions. These solutions encompass louvered glazing, skylights and more, to enhance major global construction initiatives with utmost quality and reliability. With its proprietary technology, Unicel's Vision Control® delivers unprecedented comfort and control of vision, light, temperature and sound with a patented combination of louvers between glass that are hermetically sealed and cordless. Unicel's solutions are guaranteed for longevity, optimized for energy efficiency, and customizable to any design, environmental or cultural requirements. Unicel combines its market leading know-how with great design to ensure optimal aesthetics and sustainable performance. For more information visit: www.unicelarchitectural.com

The future of vision & daylight control
unicelarchitectural.com
unicel@unicelarchitectural.com | 1.800.668.1580

