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GlasWeld Partners with Polar Bears International

New Relationship Kicked Off At Lecture on the Decline of the Polar Bear Population

March 1, 2007 (Bend, OR) – GlasWeld today announced that it has partnered with Polar Bears International (PBI) as part of its 2007 mission to affect climate change. The new commitment was launched this week when GlasWeld’s entire corporate staff traveled to the Oregon Zoo to meet with the president of PBI and a leading polar bear research biologist, as well as one of the biologists and the director of conservation from the Oregon Zoo, to solidify the partnership and discuss ways to work together.

After meeting privately with officials to discuss the link between glass repair and the polar bear, GlasWeld staff attended a lecture by PBI advisory council member biologist Dr. Steven Amstrup during which he discussed the effects of global warming on polar bears. The lecture reviewed scientific research tracking the environment of the arctic region, including the very dramatic decline of sea ice and of the polar bear population in Western Hudson Bay in the last two decades.

“As a company, we have evolved into the realization that lessening our impact on the environment is simply the right thing to do,” said Mike Boyle, president of GlasWeld. “We realize that tackling any worldwide environmental issue in its entirety is next to impossible, so we have narrowed down our vision to one thing that people can really get behind—the polar bear.”

Celebrating its 25th anniversary this year, GlasWeld develops and manufactures equipment for repairing auto and flat glass. GlasWeld equipment saves existing glass—keeping it out of landfills and reducing the use of raw materials and the energy needed to produce new glass. Recently, GlasWeld has experienced a paradigm shift and is taking this concept a few steps further by championing the environment. Using the polar bear as a symbol, GlasWeld is issuing a call to the industry as a whole to join in a collaborative effort to raise awareness and help affect positive change.

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Boyle continued, “We believe that by repairing windshields and flat glass, we can help minimize the effect of waste on the world as a whole. Incorporating issues like the polar bear into our core corporate philosophy can help us spread a message that makes sense while fitting with what we do—and what we’ve done for the last 25 years—as a glass repair solutions company.”

Partnering with PBI allows GlasWeld to help spread the message about saving the polar bear while making a direct impact on the bear’s well-being by providing support for PBI’s research and field-work. Starting today, GlasWeld is taking several concrete steps toward furthering this partnership:

- GlasWeld is offering all customers a free bottle of green *G Fusion* windshield repair resin when they join PBI at the “Friend” level*
- GlasWeld is launching its 2007 vision with several new marketing pieces and messages that will be communicated to industry partners, customers and the public
- GlasWeld has joined PBI as a corporate member
- GlasWeld employees have personally committed to join PBI at the “Friend” level
- More creative initiatives to further the partnership are under development now
- GlasWeld’s research and development team is currently working on innovative technology to further improve the repair process

To learn more about GlasWeld’s new partnership with Polar Bears International, please visit www.glasweld.com/ecofusion or call 800.321.2597. To find out more about PBI, visit www.polarbearsinternational.org.

About Polar Bears International

Run by an entirely volunteer staff and board, Polar Bears International is dedicated to understanding and communicating all points of view on issues affecting polar bears throughout the world. PBI’s main goals include becoming a worldwide resource for education on polar bears and to support research projects that benefit the bears. Every dollar donated to PBI goes directly to key polar bear projects. Find out more at polarbearsinternational.org.

About GlasWeld

Based in Bend, Oregon, GlasWeld provides complete glass repair solutions—from revolutionary equipment to unparalleled training programs and technical support—for both flat glass and auto glass. The company’s proprietary *G Force* Scratch Removal System for glass scratch removal and *G Fusion* Auto Glass Repair System for windshield repair are distributed worldwide through an international distribution network. GlasWeld’s product line has been developed based on decades of industry research, development and customer feedback. To celebrate its 25th anniversary in 2007, GlasWeld has expanded its vision from saving glass around the world to saving the global environment through creative, tangible initiatives. For more information, visit glasweld.com or call 800-321-2597.

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**Offer excludes shipping and handling.*