

FOR IMMEDIATE RELEASE

## CLOVER UNVEILS CUTTING-EDGE WEBSITE FUNCTIONALITY

### *Enhanced User Interface Streamlines Searching and Shopping*

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**CHICAGO (February 27, 2012)** – Clover Technologies Group announced today that it has launched a new, redesigned website with enhanced features, functionality and content.

Clover has spent the last 18 months working to understand what their customers' needs are and mapping out a new clovertech.com to streamline information and the purchasing process. This new cutting-edge website puts all the content, functionality and materials customers need at their fingertips.

"We are very excited for our customers to experience the new clovertech.com. We think the combination of the new design and enhanced user functionality is really going to take our customers' experience to the next level. We will continue to develop content and functionality to give our customers the tools to successfully manage this category and drive their business." said Mike Posch, Senior Vice President, Marketing and Product Management.

Features of the new Clovertech.com include:

- Robust and intelligent search functionality
- Streamlined user interface
- Full shopping cart and related products for cross-sell/up-sell functionality
- Customizable catalogs, manage your favorite products
- Comprehensive product information including the most complete printer and product compatibility information available, images and MSDS sheets
- Marketing and technical document management including industry information and statistics

This is just a start of the new features and functionality that will be launching on clovertech.com. In the next few months, Clover will continue to develop innovative solutions to provide its customers with the most complete eCommerce experience possible.

To be the first to know about the enhanced website functionality, product announcements, promotions and more, register at [www.clovertech.com](http://www.clovertech.com).

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About Clover Technologies Group

Clover Technologies Group is the global leader in providing businesses with total environmental solutions, including the recycling and remanufacturing of imaging supplies. Founded in 1996, Clover is one of the fastest growing, privately held companies in the United States. Clover is also the world's largest collector and recycler of cell phones, inkjet and laser cartridges. The complete line of Clover's quality toner and ink is available through leading office products distributors and resellers and marketed under a variety of private label brands. To learn more, visit us online at [www.clovertech.com](http://www.clovertech.com).

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