

FOR IMMEDIATE RELEASE
January 10, 2008

FOR MORE INFORMATION CONTACT
Holly Biller 540/720-5584 ext. 123

**KEY COMMUNICATIONS INC. OPENS NEW VIDEO VENUE –
THE STUDIO™
TO SERVICE THE GLASS INDUSTRY**

Stafford, VA – Key Communications Inc., publisher of **USGlass**, Door and Window Manufacturer (DWM) and Auto Glass Repair and Replacement (**AGRR**) magazines, has released its latest service, a video venue, The Studio™.

Designed to host video for related news items, all the Studios – the **USGlass Studio™**, **DWM Studio™** and **AGRR Studio™** contain a wide spectrum of material; show reviews, plant tours and digital video submitted by companies themselves demonstrating their products and services.

“The Studio was created due to the ever-changing tide of media,” says Holly Biller, vice president of Key Communications Inc. “We’ve built a site that not only welcomes outside material but can also provide new marketing opportunities to smaller companies.”

USGlass magazine was the first to broadcast video on The Studio when utilizing the space for its daily e-newsletter, **USGNN**, available at www.usgnn.com. Since the initial placement, the site has grown exponentially.

“Noting B-to-B trends, video was the obvious next step for our company,” Biller continued. “Our online viewers and advertisers had begun to request video as an outlet. The Studio was an answer to the need of our clients and one we were happy to oblige.”

USGlass Metal & Glazing’s site for the Studio can be accessed at www.usglassmag.com/studio. Currently the site contains footage from a recent AAMA meeting, trade show **Glass Expo Midwest™**, a brief introduction to The Studio and others. The videos will rotate through in order of their inclusion and then removed when more timely footage is placed.

DWM’s Studio site is available at www.dwmmag.com/studio. Videos from industry companies such as **VEKA**, **EDTM**, **Wakefield Equipment** and others are placed and referenced in the weekly **DWM** e-newsletter which is also linked atop The Studio’s pages.

AGRR magazine also provides educational event coverage and instructional tutorials at www.agrrmag.com/studio. Partnered with **glassBYTES.com™**, The Studio will bring video to the e-mail inboxes of more than 3,000 subscribers daily and be viewed by the more than 74,500 unique visitors each month.

“These venues are currently complementary, though new directories for placements of advertisements are the next phase to begin the first quarter of 2008,” says Biller. “We welcome the whole gamut: the experienced videographer hired by a firm to the smaller company who requests a visit so we can help promote and educate our industry members about their offerings through video.”

To learn more about The Studio, publications of Key Communications Inc. or related e-newsletters, please contact Holly Biller at hbiller@glass.com.

###