

FOR IMMEDIATE RELEASE

RCI Technologies Launches New, Improved Web Site

SAN DIMAS, Calif. – Aug. 5, 2009 -- RCI Technologies has redesigned its Web site with a fresher, more modern look as well as improved navigation and features for customers in the market for RCI's diesel fuel purification products.

“Our new Web site is an accumulation of years of input from our customers and RCI representatives,” RCI President Robert Randle said. “Our intent is to make your visit to the RCI Technologies Web site not only informative but enjoyable as well.”

RCI's Web site, www.rcitechnologies.com, is now more user-friendly and easier to navigate. Web site visitors can more easily find the products and information they need. Specific products can be quickly located by entering a keyword or a part number in the left-margin search box. Customers can also find and download product documentation, including brochures, manuals and schematics.

Locating a local RCI dealer via the new site is faster and more efficient than on the old one, and interested customers can use the fill-in “Request Information” page to obtain product quotes, ask questions and request detailed information.

In addition to the changes, the site maintains many previous features, including a product installation gallery, customer testimonials, company news, and archived newspaper and magazine articles featuring RCI.

About RCI Technologies

RCI Technologies, founded in 1994, offers a complete line of diesel fuel purification products, which include the Universal Fuel Purifier™, the Portable Tank Cleaning Unit™ and the FRS 660 Automatic Fuel Recirculating System™. RCI's products are suitable for marine, industrial, trucking and bus applications, and they are used at pumping stations and fuel docks, by hospitals and various government agencies, and in the construction and agricultural industries.

RCI's fuel purifiers, which bear Green Clean Institute certification, utilize RCI's patented fuel purification technology, using no filters or moving parts. By removing 99.9 percent of water and up to 98 percent of dust, dirt and other natural contaminants found in all diesel fuel, RCI's products promote optimum fuel system efficiency and fuel economy, reduce engine down time and extend engine life.

For more information on RCI's products, visit www.rcitechnologies.com or call (800) 868-2088.

Media contact:
Natalie Avalos, Communications Specialist
RCI Technologies
nataliea@rcitechnologies.com
Phone: (909) 305-1241

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