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FOR IMMEDIATE RELEASE

The Krill Co., Inc. Launches New Website

CLEVELAND, OHIO (JANUARY 5, 2008) The Krill Co., Inc. is pleased to announce the launch of its new corporate website (www.krill.com).

The new site is both educational and informative, providing insight into the company's three core construction services (construction management, general contracting and design-build), while also highlighting the growing markets the company serves and recent construction project accomplishments. Business Development and Marketing Manager Susan Borst says, "We find that there is often confusion around the three construction methods available in the market. We wanted the site to be a tool to give clear definitions as to what each service is, the benefit of using that service and most importantly, why Krill is superior at delivering that service."

Also unique to the site are pages dedicated to owners and architects. "These pages quickly summarize Krill's differentiation in relation to the expectations and needs of these two important audiences," says Borst. In addition, the website includes updated company news, career listings and a complete company background.

The design of the site also communicates the new branding strategy recently introduced by Krill to help reinforce the unique qualities and support the growth of the firm into new markets.

The Krill Co., Inc. is a building professional dedicated to providing a full range of services in construction management, general contracting and design/build. Krill's commitment to relationships and customer satisfaction, an approach that encompasses all phases of construction, has made The Krill Co., Inc. a recognized leader within the construction industry.

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