

ALLENTOWN ROLLS OUT NEW SALES ORGANIZATION

*Expanded Team and Reorganization Position Allentown to
Increase Coverage and Enhance Customer Service*

Allentown, NJ – April 7, 2008 – Allentown, Inc., the global leader in research animal housing, today announced its new sales organization. The new team, expanded to more than double its previous size and streamlined more efficiently in its organization, stands poised to significantly enhance customer service while also covering the marketplace more extensively.

“I’m excited by the new organization we’ve put into place,” said Vincent R. Pombo, vice president of sales and marketing for Allentown. “The new people, plus the new structure will definitely increase our coverage and ensure we’re effectively responding to, and servicing, both our existing customer base and our steadily growing prospect pool.”

Allentown’s steady growth, which is evidenced by an exponential increase in both domestic and worldwide installations, was the driving force behind not only the increase in personnel, but also the reorganization of the team by district managers. Going forward, some of the more seasoned team members will serve as district managers and supervise sales teams organized primarily by geographic location.

“We believe that increasing the size of the sales team and establishing the DM’s was the logical way to go,” said Pombo. “Not only because the larger team required a more manageable structure, but because we believe that focusing the new personnel on the acquisition of new business will significantly free up their more established colleagues to direct a greater amount of time toward servicing our most important resource – existing customers.”

About Allentown

Allentown, Inc. is the global leader in research animal housing with over 500 customers and more than 14,000 installations worldwide. For more than 40 years, Allentown has provided

quality products and services to the biomedical research community. For more information, please visit www.allentowninc.com.

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