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**News**  
For Immediate Release

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## **Pronto Products Company's Updated Web Site Enables Visitors to View the Company's Total Product Offerings Online**

(ARCADIA, CA) October 2004 ... Pronto Products Company, a leading provider of quality-manufactured products for the food industry for over 40 years, announces the launch of their new, expanded Web site, located at [www.prontoproducts.com](http://www.prontoproducts.com). The enhanced site allows users to view images of the company's many products, obtain specification information for each product, locate a representative in their area, read the latest Pronto Products Company news, and much more.

The decision to enhance and re-launch Pronto Product Company's Web site was brought about by the steady growth the company has experienced over the past several years, according to Bill Parrott, president of Pronto Products.

"Pronto began as a small operation in 1959, serving the needs of the Mexican food industry," said Parrott. "Today we offer a full product line, including stainless steel pasta baskets, culinary cookware, table caddies, and a wide range of custom wire products. We're proud of the fact that we can provide customers with top-quality products as we continue to develop innovative new lines through improved technology."

Designed with visitors' convenience in mind, Pronto's Web site is both comprehensive and user-friendly. By clicking on a product category from the site's home page, users immediately access images of all of the company's offerings that fall under that particular grouping. A basic description of the item and other key information, including its measurements, weight, and specific shipping details, can be found below each image.

To place an order, visitors can utilize the representative locator feature on the Web site to quickly and easily find a Pronto Product Company representative in their area. Alternatively, users can choose to call, fax, or e-mail the dealer of their choice.

For more information, please contact Pronto Products Company, 11765 Goldring Road, Arcadia, California 91006 or call (800) 377-6680; (626) 358-5718. Fax (626) 358-9194. E-mail: [prontoprod@earthlink.net](mailto:prontoprod@earthlink.net) or visit our web site at [www.prontoproducts.com](http://www.prontoproducts.com).

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