

NEWS RELEASE

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Crystal Windows Debuts 25th Anniversary Corporate Video

-Manufacturer Marks Milestone With Story of Company's Success-

FLUSHING, NY, March 20, 2015 – Award-winning manufacturer Crystal Window & Door Systems recently debuted its new corporate video, which was created to commemorate its 25th Anniversary year of operations. The Crystal corporate video, entitled "Crystal Windows–The Story of Us," documents Crystal's incredible journey of growth and innovation from immigrant start-up to major American manufacturer.

The corporate video premiered at the Crystal 25th Anniversary Employee Gala in February to over 1,000 employees, their families and business guests. Following this event, the video has been integrated in numerous marketing, sales and social media efforts, and it is prominently featured on the homepage of the company's website.

"Our sales personnel use the video in their introductory sales meetings with prospective customers, and our production and purchasing executives use it when meeting with new suppliers and business partners. It's a huge hit," said Steve Chen, Crystal's Chief Operating Officer. "The video is also an integral part of company presentations to the investment and economic development communities, as it not only tells our history but it sets the stage for future growth."

Crystal retained Echelon Marketing & Design of New York and its Emmy-Award winning director to create the video. The production company traveled a total of 6,000 miles across the nation to visit all of Crystal's manufacturing facilities, interviewed many Crystal executives and employees, and shot over 200 hours of action to make the final 3 minute, 15 second corporate video. The production effort was guided by Crystal's in-house marketing staff led by Marketing Manager Steven Yu.

The resulting video incorporates edgy film techniques, expansive aerial drone camera angles, voice-over commentary by Steve Chen, an earthy American working-man musical score and actual vintage news clips to portray Crystal's legacy of American business success and leadership in the industry. "We wanted something unique, not just a boring chronology of our company, but something that conveys our inspiring entrepreneurial spirit, the work ethic of all our employees, and our Made-in-America products" added Chen. "I believe our corporate video achieves this and much more." To view "Crystal Windows–The Story of Us," visit the homepage of the company's website www.crystalwindows.com.



Crystal Window & Door Systems introduced a corporate video for its 25th Anniversary to tell its incredible story of business success and future opportunities. Visit www.crystalwindows.com to watch the outstanding video.

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Crystal Window & Door Systems is one of the top 40 manufacturers in North America of replacement and new construction vinyl and aluminum window and door products and high-end fenestration systems. Crystal offers a full product line, rapid order-to-delivery times, quality workmanship, innovative product features and outstanding value. The company operates branches, subsidiaries and affiliates in Ohio, Missouri, Illinois, and California. For further information about Crystal and its products, call 718-961-7300, or visit the website at www.crystalwindows.com.