

FOR IMMEDIATE RELEASE

Ellison Technologies Changes Name to DMG / Mori Seiki / Ellison Technologies

SANTA FE SPRINGS, CA - April 1, 2013 - Ellison Technologies, the leading CNC machine tool distributor in North America, announced today that effective April 1, 2013, they will begin doing business as: DMG / Mori Seiki / Ellison Technologies, a division of Ellison Technologies, Inc. This name change is part of their rebranding efforts demonstrating their commitment to and partnership with DMG / Mori Seiki. The new brand-associated name change aims to achieve better customer relationships, brand awareness, market identification and overall growth of the company. The new company name will benefit customers by giving them a more direct, seamless and personal relationship between Ellison Technologies and DMG / Mori Seiki.

“Our new brand-associated name and fresh image reflects our dedication to bringing our customers the best support and the most innovative technology in the market, said Tim Kilty, CEO of Ellison Technologies, Inc. “Having sold, serviced and supported Mori Seiki machines since 1989 and DMG machines since 2010, this name change represents the long-standing unity between Ellison Technologies and DMG / Mori Seiki. We are thrilled to move forward with our customers and with DMG / Mori Seiki for a superior machine tool experience.”

This new co-brand will not affect any other aspect or services offered by Ellison Technologies other than the company name and logo. This name change in no way reflects a merger or change in the company’s current ownership structure. In addition, there are no plans to alter the name of their financing partner, Manufacturers Financing Services (MFS) or automation group, Ellison Technologies Automation. The website for DMG / Mori Seiki / Ellison Technologies will also remain as: www.ellisontechnologies.com.

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