



## PRESS RELEASE

Pinnacle Stone Products, LLC  
3001 Lower Valley Road  
Parkesburg, PA 19365

### FOR IMMEDIATE RELEASE

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For more information, please call Stacy Jackson

1-877-ROCKS-02

[www.pinnacleveener.com](http://www.pinnacleveener.com)

### PINNACLE STONE PRODUCTS LAUNCHES UPDATED WEBSITE

Parkesburg, PA – [Pinnacle Stone Products](#), producers of the finest 100% [natural thin stone veneer](#) that delivers the rich look of traditional stone masonry to any project, is proud to announce the launch of their new and much anticipated website redesign at [www.pinnacleveener.com](http://www.pinnacleveener.com). This site redesign coincides with [Pinnacle's](#) recent 2012 [product catalog](#) release.

The website redesign includes a sleek new look and additional features designed to improve usability, functionality and search engine optimization (SEO). It has been created with the user experience firmly in mind, utilizing the latest technology, so that the site is compatible with today's browsers and mobile devices - without the need for Adobe® Flash to view it.

An important enhancement to the website includes a new, simplified top navigation system, making [Pinnacle's](#) site content simpler to find and more manageable. Each page now features four main categories: Products, Design, Resources and Our Company, with drop down subcategories beneath. These categories are easily accessible while touring the site featured at the top of each page. This provides a cleaner, more organized look and structure.

Some new subcategories added to the design of the website are [Accents & Accessories](#) under Products, a [Before & After](#) section under Design, a [Mortar Color Selector](#) under Resources, and new [Dealer Opportunities](#) under Our Company.

Pinnacle has recently become a member of the [American Institute of Architect's \(AIA\) Continuing Education System](#) and now provides a one hour [AIA](#) accredited presentation about thin stone veneer. A [Continuing Education Units](#) page has been created under Resources so that Architectural Firms, Design Firms, Engineering Firms and large construction firms can now easily request a [Pinnacle](#) representative to come give a presentation or to learn more about [AIA](#).

Other highlights of the site's enhancements include direct links on each page to [Pinnacle's](#) social networks, including [Facebook](#), [Twitter](#) and [YouTube](#). Additionally, a [blog](#) has been added that will be updated weekly by "The Stone Guru," with discussions pertaining to the thin stone veneer industry and what's happening at [Pinnacle](#) that's new and exciting. Visitors can join in the discussion by contributing their own comments.

For more information about [Pinnacle](#) and to check out their updated website, visit: [www.pinnacleveener.com](http://www.pinnacleveener.com).

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