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West Coast Engineering Launches New Website, wcela.com

West Coast Engineering gets made-over. We have a new logo, website design, content, feedback forms, and polices. For more information, visit: www.wcela.com.

/24-7PressRelease/ - HAWTHORNE, CA, June 18, 2008 - West Coast Engineering, a premiere independent distributor, announced today the launch of its new website at www.wcela.com after several months in development.

"The new site is better organized with more information, simpler navigation, and a modular architecture for rapid content changes," said Kristy Tantillo, Online Marketing Specialist. "Some new features are an updated logo, a quarterly newsletter, new navigational buttons, updated content, multiple product lines for RFQ searches, and an FAQ section."

The new website is designed to emphasize West Coast Engineering's large diverse inventory, and allows users the option of downloading its inventory in MS Excel or PDF format for better accessibility. The featured products section will be updated on a semi-monthly basis. Both items will remain permanent fixtures on the website.

West Coast Engineering, a leader in electronic component and semiconductor distribution, has supplied OEMs, CEMs and distributors worldwide. Located in Hawthorne California, near the Los Angeles International Airport (LAX), West Coast Engineering has established itself as a premier independent distributor specializing excess inventory solutions, shortage solutions, RoHS/lead-free compliance support and Non-RoHS/leaded compliance support for the medical, military, automotive, commercial, and aeronautic sectors. Year after year, West Coast Engineering is considered a top independent distributor because of its principled reputation and longstanding relationships with its dedicated customer base. For more information, please contact us at (310) 297-9710, or visit: www.wcela.com.