

Miller Designworks Receives 2007 American Graphic Design Award for RAI Corporate Sales Video

ROBESONIA, PA, September 24, 2007 -- Reading Alloys, Inc. (RAI), a leading producer of high-purity titanium and specialty alloy powders is pleased to announce that Miller Designworks was recently a recipient of a 2007 American Graphic Design Award for the Reading Alloys Corporate Sales Video. The sales video was submitted to the 2007 American Graphic Design Awards competition which features marketing pieces submitted by national design firms throughout the U.S. It is also one of the most competitive design competitions in the industry.

Miller Designworks (www.millerdesignworks.com) based in Phoenixville, PA is a leading provider of communication solutions to corporations and small businesses throughout Pennsylvania and surrounding areas. The graphic design company was at RAI's facility last summer to highlight all areas of production, sales, operations and administration. From initial concept to video completion, Miller Designworks helped tell the story of Reading Alloys' exceptional 50 year history of producing master and specialty alloys in a very interesting and compelling way.

About Miller Designworks:

Originally established as a two-person graphic design shop in 1984, the company has expanded over the years to meet the growing needs of their clients. While creativity and strategy remains their core strengths, Miller Designworks also offers a full range of capabilities and communications solutions for all forms of multimedia and print. With more than 100 years of combined design experience, they bring a wide variety of creative expertise. Their projects cover a broad range of clients, products and services in the consumer, industrial, high-tech, healthcare and financial sectors.

"Designing communications pieces that accomplish your clients' goals is always our main objective," said Steve Miller, president of Miller Designworks. While it is gratifying to be recognized for design work at a national level by Graphic Design USA, it is more important to meet and exceed our clients' expectations; that is really how we measure success.

About American Graphic Design:

The three decade-old competition is presented by Graphic Design USA (www.gdusa.com) and sponsored exclusively by Adobe Systems Incorporated. It is open to everyone in the community: advertising agencies, graphic design firms, corporate, institutional and publishing in-house departments, and more. It honors outstanding new work of all kinds: print and collateral, advertising and sales promotion, packaging and point-of-purchase, internet and interactive design, broadcast and motion graphics, corporate identity and logos.

To receive a copy of the RAI Corporate Sales CD, please contact Jennifer Wasilko, RAI's Marketing Specialist @ jwasilko@reading-alloys.com or 610.693.5822, Ext 217.