



## **Parker Hannifin's Web Site Gets a Facelift**

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### **New Parker.com Shows "One Face" to Customers Through Seamless Navigability**

CLEVELAND, Nov. 11 /PRNewswire-FirstCall/ -- Parker Hannifin (NYSE: PH), the Cleveland-based global supplier of motion and control systems and technologies, has launched a revamped web site that offers new functions and enhancements as part of Parker's brand positioning campaign.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19990816/PHLOGO> )

In addition to a new design, colors and logo, the web site offers visitors enhanced navigability and user-friendliness, a variety of applications and an increased level of customer responsiveness. The site's new features include:

- **Market focus.** The new site design reflects Parker's shift from a division-centric to a market-oriented approach. Instead of having to search for product information related to a specific group/division, Parker's 435,000 customers can now run general product searches by industry across all company divisions.
- **New search function.** Visitors are able to search not only web pages, but word documents and PDF files as well.
- **Consistency.** All group and division pages on the site have the same look and feel, supporting the "one Parker" image the company strives to project. Uniform navigation across various pages allows users to easily use any part of the Parker site.

"We are confident that our customers and site users will find this new, consistent, simplified, user-friendly format extremely efficient," said Lorri Schmidt, Parker's e-business development manager. "It also takes our product marketing capabilities to a new level, with customers being able to identify items they never knew Parker offered in their specific markets."

Parker's ongoing commitment to aligning IT improvement and innovation efforts with the company's business strategy has earned it wide recognition. The company has appeared on InformationWeek's top innovators list for seven consecutive years and has been recognized by eWeek (Fast Track 500), B-2-B Magazine (200 Best B-2-B Web Sites), Computerworld (100 Best Places to Work), CIO Magazine (CIO-100 Awards) and Start Magazine's (Technology & Business Awards).

With annual sales exceeding \$6 billion, Cleveland-based Parker Hannifin is the world's leading diversified manufacturer of motion and control technologies and systems, providing precision-engineered solutions for a wide variety of commercial, mobile, industrial and aerospace markets. The company employs more than 46,000 people in 44 countries around the world. For more information, visit the company's web site at [www.parker.com](http://www.parker.com) or its investor information site at [www.phstock.com](http://www.phstock.com) .

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CONTACT: Media, Sharon Dunlap, Corporate Communications of Parker Hannifin Corporation, +1-216-896-2757, or [sdunlap@parker.com](mailto:sdunlap@parker.com)

Web site: <http://www.phstock.com>  
(PH)