

For immediate issue - GDBPR02.11

18th March 2011

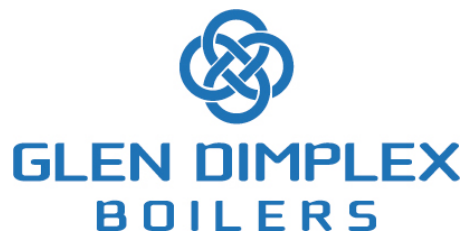
GLEN DIMPLEX BOILERS MAKES SOCIAL MEDIA DEBUT

Glen Dimplex Boilers is making its debut in the world of social media, having joined the world's largest social network site, Facebook - www.facebook.com/dimplexboilers - and established a corporate Twitter account - www.twitter.com/dimplexboilers To celebrate this launch, fans and followers have the opportunity to win FIVE iDream digital stereo clock radios by Roberts, complete with an iPod/iPhone dock.

Accessed independently or direct from the company's website at www.glendimplexboilers.com - the launch of Facebook and Twitter further confirms Glen Dimplex Boilers' ambitious plans to become a key player in the domestic gas boiler market and to network closely with installers, merchants and the media. Fans and followers will now have the opportunity to receive instant updates on product and promotions, forthcoming events, and corporate announcements.

Amanda Byrne, Marketing Manager at Glen Dimplex Boilers comments: "We recognise the importance that social media now plays in day-to-day communications and, in our bid to engage fully with our audience, we are committed to developing an active role in this evolving landscape."

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Page 2/3

GDBPR02.11

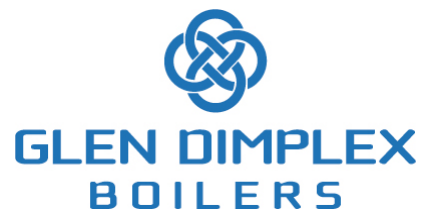
She adds: "Whilst we recognise that Facebook and Twitter are ideal vehicles for informal networking with our audiences, we believe they will also create invaluable interaction with the Dimplex gas boiler brand."

For all visitors who visit and 'like' its Facebook page before May 31st 2011 or who become a follower of its Twitter site, Glen Dimplex Boilers is offering five lucky winners the chance to win a stylish DAB/FM RDS digital stereo iDream clock radio. Complete with a dock for an iPod or iPhone, the iDream lets you listen to your iPod/iPhone whilst it charges and enables you to wake up to your iPod, radio or buzzer. With 20 preset stations, infra-red remote control, auto time set and two independent alarms, the iDream is the perfect bedside partner for any home!

For further information on Glen Dimplex Boilers visit www.glendimplexboilers.co.uk or call 0844 371 1111.

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Page 3/3 - GDBPR02.11

PHOTO-CAPTION:

Glen Dimplex Boilers makes its debut in the world of social media and to celebrate this launch, fans and followers of its Facebook and Twitter sites have the opportunity to win an iDream digital stereo clock radios by Roberts, complete with an iPod/iPhone dock.

