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LIFTMASTER® DEBUTS NEW INTELLIGENCE IN GARAGE DOOR OPENERS AT IDA 2011
New Generation of LiftMaster Models and Accessories Enabled By MyQ™ Technology

Elmhurst, IL – June 7, 2011 – LiftMaster, the number one brand of professionally installed garage door openers and access solutions, debuts a new generation of residential garage door opener models enabled by MyQ™ technology, a patented, two-way intelligent communication system embedded in the new units that will take homeowner freedom and convenience to an entirely new level. The LiftMaster IDA 2011 exhibit showcased the groundbreaking technology built into the first two units of a new line available to dealers, the LiftMaster Elite Series™ Belt Drive 8550 and the Premium Series Chain Drive 8360, and demonstrated how the wireless technology works alongside the new offerings of MyQ-enabled accessories.

Paving the way as the new intelligence in garage door openers, these models feature an enhanced logic board that functions as a new, smarter 'brain' inside. As one of two radios on the board, the patented MyQ technology, which will come standard on all new openers rolling out now and in the coming years from LiftMaster, utilizes a two-way communication system that enables these advanced units to open and close the garage door as well as manage other household devices. For the first time ever, the garage door opener can wirelessly send and receive messages and commands to other household devices that are plugged into LiftMaster accessories enabled by MyQ technology, expanding the garage door opener beyond only opening and closing door.

"The garage door opener is something many homeowners use every day, several times a day, which is why we asked ourselves, how can we make the garage door opener work harder for the customer and work smarter for the dealer," states Ken Roehl, vice president sales and marketing, LiftMaster. "We developed the next generation of garage door openers and accessories enabled by MyQ technology to not only innovate with the growing technology trends but also to provide our dealer partners with a unique offering that differentiates them in the marketplace by being able to offer the forward-thinking products that consumers have come to expect," continues Roehl.

MyQ Technology – How it works

Through a cutting-edge, two-way communication system, the new lineup of LiftMaster openers enabled by MyQ technology has the ability to manage and activate other MyQ-enabled devices within the home. Outfitted with two separate radios, a “worker” radio (Security+2.0 which uses 310, 315 or 390 MHz) and a “communication” radio (MyQ technology, which uses 900 MHz), a homeowner can turn lights on or off in the home or operate the garage door with a remote or from anywhere in the world using a smartphone or personal computer, depending on the type of LiftMaster MyQ-enabled accessory plugged into the household device. This pioneering capability allows dealers to offer today’s homeowners an entirely new level of affordable home activation as opposed to an expensive, hardwired home automation system.

Meet the MyQ Accessories: Within or Around the Home

Working with the two-way communication system built into each new opener, LiftMaster developed an array of functional and innovative accessories ideal for any homeowner who wants more freedom and control while also elevating the security and convenience of their home.

Garage Door Monitor Enabled by MyQ Technology

Synced up with the same 900 MHz frequency as the “communication” radio in the power head of either the 8550 or 8360 unit, the LiftMaster Garage Door Monitor (Model 829LM) displays the status of the garage door from within any room of the house. This innovative base station receives an alert from the garage door opener, which has the sensor built in to the system. If the door is open, the garage door opener will alert the base station which will blink red and an audible noise will sound; if the door is closed, the garage door opener will inform the base station and the light on the monitor will illuminate green until the status of the door changes. This feature offers the homeowner added convenience and peace-of-mind that their garage door is open or closed when it should be.

Remote Light Control Enabled by MyQ Technology

Now, your customers never have to enter a dark home with the LiftMaster Remote Light Control. These adaptors, enabled by MyQ technology, plug into the wall outlet or socket. By plugging any household lamp or light fixture into the Remote Light Control adaptor, a homeowner can easily and

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conveniently manage that light; switch it on or off with a simple press of a remote button or brighten up their entranceway to the home, front hallway, mudroom, kitchen or living room as they pull into the driveway, providing added visibility and security.

MyQ Accessories: From Anywhere in the World

LiftMaster Internet Gateway Enabled by MyQ Technology

Taking home activation to a new level, LiftMaster is also unveiling the internet gateway (828LM). By simply plugging the LiftMaster Internet Gateway into an existing router with a live internet connection, homeowners can now monitor and control their garage door opener and 15 additional devices enabled by MyQ technology from anywhere in the world using a smartphone or a computer.

Once a homeowner plugs in the LiftMaster Internet Gateway accessory to their existing internet connection they will be prompted to register their device on MyLiftMaster.com, which serves as the hub for managing all registered MyQ devices. In addition to this web site, homeowners can also obtain the LiftMaster app where all apps are sold, and control their MyQ registered devices from their own smart phones. The gateway allows access from anywhere, not just from within the home, providing a truly elevated level of freedom and control.

More Efficient, Better Design

In addition to rich features and benefits, the new line of LiftMaster garage door openers enabled by MyQ technology consume just one watt of energy per hour when in standby mode, compared to older units, which use five to six watts per hour in standby mode. The efficient new units were crafted to be able to fit energy-saving CFL light bulbs.

Opportunities to Expand

The first wave of units, the Elite Series 8550 and the Premium Series 8360, are available for dealers in August 2011, with the majority of the newly designed models from the enhanced line rolling out in 2012. All LiftMaster units and accessories moving forward will be equipped with MyQ technology. These units and accessories cannot be retrofitted to non-MyQ enabled openers or accessories.

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LiftMaster is the number one brand of professionally installed residential garage door openers, as well as a major manufacturer of commercial door operators, residential and commercial gate operators, telephone entry systems and related access control products. Driven by the access and security needs of the marketplace, LiftMaster's expansive line of state-of-the-art residential and commercial products are designed to fit any lifestyle or application, providing consumers with the latest technology and innovations in safety, security and convenience. For inquiries on the new line of LiftMaster garage door openers enabled by MyQ technology (models 8550 and 8360) and MyQ-enabled accessories, or to inquire about becoming an authorized dealer, please visit

www.LiftMaster.com.

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