



CONTACT David Mills  
The Buzz Farm, Inc.  
Phone: 718-309-5277  
Email: [media@thebuzzfarm.com](mailto:media@thebuzzfarm.com)

## UNIVERSAL REMOTE CONTROL GENERATES BUZZ WITH WEBSITE OVERHAUL

*Leading remote control manufacturer partners with The Buzz Farm to launch new website.*

**Bayside, NY – August 30, 2006** – Universal Remote Control, Inc. (URC), a global leader in control system design and manufacturing for home and professional entertainment systems, has unveiled a new website designed and developed by The Buzz Farm. Headquartered in Harriman, New York, URC's innovative new site reflects a fresh brand image and includes streamlined product content for consumers and professional audiences as well as a host of corporate and support information.

The site, located at [www.universalremote.com](http://www.universalremote.com), has been designed to help consumers easily determine which URC remote best meets their needs and to better provide URC's professional communities with the information and services that will help support their business objectives. The site features an intuitive interface and incorporates clean, contemporary Flash movies and other graphic features that reflect the modern aesthetic and user-friendliness of URC remote controls. Visitors will find that URC products and systems are easier than ever to locate, learn about and compare.

"URC challenged our team to develop an entirely new standard for the category," said David Mills, president of The Buzz Farm. "This included the design, formation and overall function of the site. Everything was considered, and everything was improved."

"The Buzz Farm didn't take us to the next level, they took us well beyond," added Jon Sienkiewicz, director of marketing at URC. "Simply stated, our new website changes everything."

For inquiries regarding this and other news, please contact The Buzz Farm at 718.309.5277 or at [media@thebuzzfarm.com](mailto:media@thebuzzfarm.com).

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### **About Universal Remote Control**

Headquartered in Harrison, New York, Universal Remote Control, Inc. is a world leader in the design, engineering, manufacturing and distribution of high-quality remote control devices. Since its establishment in 1991, the company has become highly regarded by consumers and professionals alike, and won numerous industry awards. It supplies millions of remote controls each year to consumers around the world through four primary distribution channels: consumer retail, custom professional, subscription broadcast and OEM. Over the years, clients have included many leading high-end audio and video manufacturers, and consumer electronics and subscription broadcast companies, including Adcom, B&K, Bright House, Cablevision Systems Corp., Charter Communications, Comcast, Crestron, Denon, Faroudja, Harman/Kardon, Klipsch, Krell, Lexicon, McIntosh, Motorola, NCTC, Rotel, Parasound, Polk Audio, Time Warner Cable, Toshiba, Xantech and Zenith. For additional technical information, please visit [www.universalsremote.com](http://www.universalsremote.com).

### **About The Buzz Farm**

The Buzz Farm is a strategic advertising and communications agency that creates and manages integrated online and offline communications solutions for its clients. The agency, founded in 2005, is headquartered in Bayside, New York, and is backed by a team of dynamic creative, marketing and technology professionals. The combination of its results-oriented strategies and unwavering appreciation of branding principles sets The Buzz Farm apart from conventional boutique advertising agencies, design firms, and consultants. For additional information, please visit [www.thebuzzfarm.com](http://www.thebuzzfarm.com) or contact The Buzz Farm at [media@thebuzzfarm.com](mailto:media@thebuzzfarm.com).