

Helm Announces One-Millionth Web Order

DETROIT (August 31, 2007) - Helm Incorporated, the Highland Park based specialty fulfillment company announced the one-millionth order on www.helminc.com. This website, developed and administered by Helm, is the nation's largest source for *factory-authorized* owner and service information.

"We are pleased to reach this milestone," said Michele Wacht, marketing manager. "Since the launch of the website our goal has been to provide an ordering channel for customers to obtain materials on products in need of service or repair. Helminc.com provides a central, convenient source."

The website is frequented by automotive and motorcycle dealers, aftermarket repair facilities, vehicle owners and Do-It-Yourselfers. Dating back over 50 years, Helm offers materials that range from owner and repair information, product-wiring diagrams, technical service bulletins and training materials. Electronically archived items, digitally reproduced on demand, go back further.

The newest product offered on Helminc.com is the ability for customers to purchase subscriptions to online information. This is ideal for aftermarket repair facilities that continuously need information from various manufacturers and need efficient, affordable access. Subscriptions are available in blocks of time, based on customer need.

Clients who have centralized their factory-authorized information with Helm represent automotive, recreational vehicle, truck and power equipment sectors. They have found that using a specialty fulfillment company like Helm alleviates the need for them to store materials internally, track inventory, and manage print and production processes. It also provides them with a better way to support their customers long after an initial product purchase, enhancing satisfaction with the brand.

Helminc.com is only one of the many solutions that Helm Incorporated offers to its corporate customers. Other solutions include branded merchandising programs, internet-based company stores, and warehousing and fulfillment services.

About Helm

Helm is a specialty fulfillment provider based in Highland Park, Mich., which focuses on Branded Merchandising, Publications Management & Fulfillment and Fulfillment. Established in 1943 in Detroit, Helm supports some of the most recognizable companies in the world including BP Lubricants/Castrol, DaimlerChrysler, Ford Motor Company, FTD, General Motors, Honda and Napa Auto Parts. As an ISO 9001:2000 certified company, Helm is recognized for its unique approach to fulfillment emphasizing cost reduction and inventory turnover, its "best practices" technology platform, and its ability to harness the efficiencies of its in-house marketing and distribution resources. Helm is the nation's largest provider of *factory-authorized* service and owner's information. Additional information is available at www.helm.com.