MSA's New Fire Service Marketing Campaign: "When You Go In - We Go In With You"

MSA Launches New Marketing Campaign Designed to "Connect" with Firefighters

INDIANAPOLIS, April 26, 2013 /PRNewswire/ -- Fighting fires is not for the faint of heart. But for those who answer "the call," they become part of a family known for its selflessness, bravery and commitment to leaving no person behind. That's exactly the message global safety equipment manufacturer MSA (NYSE: MSA) intends to convey through a new marketing campaign created to recognize the spirit of camaraderie and commitment that exists among firefighters around the world.

The campaign – built on the theme *"When You Go In – We Go In With You"* – will be launched this week at the 85th annual Fire Department Instructor's Conference (FDIC) in Indianapolis, Ind. It is a multi-faceted marketing effort that not only honors and recognizes the mindset and heroism of firefighters, but also showcases MSA's long-standing commitment to the fire service industry.

"MSA is the world's leading company dedicated to workplace safety," said Joe Bigler, President of MSA North America. "Because of the diversity of the many markets MSA serves, we've heard at times, from firefighters, there's a perception MSA is not fully committed to the fire service. Nothing could be further from the truth, and one of our goals with this campaign is to destroy that misperception by showcasing our innovative technology for firefighters and, equally important, MSA's long-standing commitment to this critical market segment."

Featuring bold and compelling imagery of Pittsburgh firefighters, photographed by renowned portrait photographer Frank Walsh, the campaign encompasses print advertising, special events, prominent use of signage at the FDIC convention including a bridge billboard and "stair art," and an eye-catching trade show exhibit that looks more like a brick warehouse than a typical trade show exhibit booth.

In addition to launching the new marketing campaign, MSA is also previewing at the FDIC several state-of-the-art innovations. New products include the Firehawk® M7XT Self-Contained Breathing Apparatus that meets new performance requirements established by the National Fire Protection Association (NFPA); the Galaxy® GX2 Automated Test System, providing simple, intelligent testing and calibration of MSA single and multi-gas detection instruments; and the Evolution® 6000 Thermal Imaging Camera, featuring best-in-class image quality, a laser pointer and range finder, integrated video and picture capture, and an integrated wireless video transmission system.

Other MSA highlights at FDIC include participation in end-user training classes and sponsorship of a special screening of the award-winning documentary film ***BURN: One Year on the Frontlines of the Battle to Save Detroit***. MSA will wrap-up the week-long conference by hosting the *Brotherhood Battle Challenge*, a mobile phone-based scavenger hunt with more than $40,000 in prizes, including two MSA Evolution 6000 Thermal Imaging Cameras and Cairns® Helmets for the winning fire department.

"Firefighters are the first ones to run into a burning building when everyone else is running out," Mr. Bigler said. "Our goal is to develop and provide firefighters with the most advanced safety equipment that helps protect them when lives are on the line. Developing innovative solutions that meet the ever-changing needs of our first responders has been a core competency of MSA for more than 60 years. And as we approach our 100th year in business, we remain committed to protecting those who protect us."

About MSA

Established in 1914, MSA is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. Many MSA products integrate a combination of electronics, mechanical systems and advanced materials to protect users against hazardous or life-threatening situations. The company's comprehensive line of products is used by workers around the world in a broad range of industries, including the fire service, the oil, gas and petrochemical industry, construction, mining and utilities, as well as the military. Principal products include self-contained breathing apparatus, fixed gas and flame detection systems, handheld gas detection instruments, head protection products, fall protection devices and thermal imaging cameras. The company also provides a broad range of consumer and contractor safety products through a joint venture with MCR Safety. These products are marketed and sold under the Safety Works® brand. MSA, based north of Pittsburgh in Cranberry Township, Pa., has annual sales of approximately $1.2 billion, manufacturing operations in the United States, Europe, Asia and Latin America, and 42 international locations. Additional information is available on the company's Web site at www.MSAsafety.com. Information on Safety Works products can be found at www.SafetyWorks.com.

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