

BCI Burke Generations of Play TM Catalog available in print, interactive editions

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BCI Burke has announced the rollout of its 2009 catalog, built around a new "Generations of Play" concept. BCI Burke Chief Executive Officer Tim Ahern called the event a "major juncture in the long history of BCI Burke."

"Traditionally, companies of all types think in terms of days, months or – at most – years. As we looked at our heritage, our quality and our warranty, we realized that BCI Burke is unique in our long-term success and outlook," said Ahern. "Looking backward, we've literally served generations. Children share playgrounds with parents and even grandparents. And today, we're building playgrounds that will serve generations to come, backed by our industry-leading Generations Warranty™," he added.



The 122-page catalog includes information and photos of BCI Burke's full line of playgrounds and complementary products.

The company also rolled out an interactive digital edition, which includes all the content of the print catalog but also has links to videos, 3D playground animations and other resources. The digital edition may be reached via the Internet at <http://www.bciburke.com/digitalcatalog.html>. A print edition may be ordered at the same address or by calling 800-266-1250.

Both editions of the catalog include the updated product line for BCI Burke's fitness-oriented Intensity playgrounds and new products such as ShadePlay Canopies and Burke Turf™, the company's grass-like playground surface product. It also features stories and photos of "Signature" Burke playgrounds that illustrate ways in which a Burke playground can have an impact on a community.

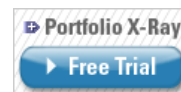
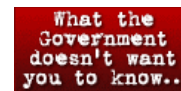
BCI Burke, with headquarters in Fond du Lac, Wisconsin, is a premier manufacturer of commercial playground, park, and recreation equipment and an avid supporter of playground safety. More information is available at www.bciburke.com and www.getintensity.com.

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