



## OIL-DRI ANNOUNCES LAUNCH OF NEW, DYNAMIC WEBSITE

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CHICAGO, July 18, 2017 (GLOBE NEWSWIRE) -- Oil-Dri Corporation of America (NYSE:ODC) announces the launch of its [new dynamic website](#). Family-controlled, and operated out of Chicago for over seventy-five years, Oil-Dri's story of entrepreneurial success and vision for the future is vividly conveyed through fresh content and digital technology.

Daniel S. Jaffee, President and Chief Executive Officer said, "We are very excited to launch our new website. It is loaded with interactive elements covering where we have been, and more importantly, where we are going."

The site is a colorful look inside the Company's pioneering spirit, core values and passion for innovation. It houses many helpful details including mineral information, facility locations and direct lines to customer service. Features of the site also include a new [Careers](#) section, extensive [stock information](#), an animated historical [timeline](#) and an interactive snapshot of Oil-Dri's [innovation](#).

With user experience at the forefront of development, the website is responsive, ensuring compatibility across all devices. The new platform will advance Oil-Dri's web presence by improving search engine optimization and streamlining paths to the Company's respective brand and product application websites.

Nick Jaffee founded Oil-Dri in 1941 with a focus on granular clay floor absorbents. Today, the Company is focused on developing unique, mineral-based innovations for the pet care, animal health, fluids purification, crop and horticulture, sports field, industrial and automotive industries.

To see and feel how Oil-Dri is making its mark, visit [www.oildri.com](http://www.oildri.com).

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