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GROWTH INITIATES PRODUCT LINE EXPANSION AT ABSOLUTE E-Z UP®

CHARLESTON, SC (Jan. 3, 2011) – Despite a sluggish economy, access industry newcomer Absolute E-Z Up® (AEUP) has experienced exceptional growth. After a successful first year in operation, the company is expanding its product line, adding two self-propelled and one manual aerial work platform, to meet customer demand for its low-maintenance access and material handing equipment.

“We set two key goals when we started Absolute E-Z Up. First, to offer safe, dependable equipment with the lowest life-cycle cost in the industry, and to operate our business on a “customer-centered” model that places a premium on long-term relationships and customer satisfaction well after the sale is completed,” explained Mike Buley, managing partner. “Customer requests for us to expand our product offering demonstrate we’ve succeeded at both.”

AEUP will debut the new CAWP-9.6 and IAWP-7.3 aerial work platforms and its first manual aerial work platform at The Rental Show, Booth 3481, Feb. 27 – March 2, 2011, at the Mandalay Bay Convention Center in Las Vegas.

About Absolute E-Z Up®

Backed by 25 years of industry experience, AEUP’s mission is to deliver the most dependable, safest access equipment available with the lowest life-cycle costs. AEUP is based in Charleston, SC, and is the exclusive North, Central and South American distributor of Bravi access equipment. For more information about Absolute E-Z Up, visit www.absolutee-zup.com.

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