



FOR IMMEDIATE RELEASE

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**ABSOLUTE E-Z UP® LAUNCHES COMPANY'S FIRST LIFT ATTACHMENT
– THE AEUP ROCKER™**

CHARLESTON, S.C. (May 27, 2011) – Lift and material handling manufacturer Absolute E-Z Up® (AEUP®) announces the launch of the company's first lift attachment - the AEUP Rocker™. Designed by experts in the installation of ceiling and acoustic tiles and drywall, the Rocker greatly simplifies the positioning of materials, eliminates the need for manual dry-wall lifts and makes the job safer and easier. With the Rocker, what once was a two-person project is now safely a one-person task, saving manpower and reducing costs.

Comprised of a lightweight, electric-powered track and a detachable, adjustable cradle that holds and lifts materials, the Rocker allows one man to lift materials without assistance. Activated directly from the platform by a simple push of a button, materials travel up the track and are held in the proper overhead location, which leaves the worker free to secure them to the joist(s).

The cradle can be adjusted to hold panels up to 12 ft (3.65 m) and can lift up to 89 lbs (40 kg). The attachment can be adjusted to three different positions to allow for varied workman height. Total weight of the complete attachment is 99.2 lbs (45 kg).

Tool-less assembly is a quick and simple process, and the Rocker can be removed with equal ease for convenient storage. Currently, the Rocker is only certified for use on the CAWP-9.6™ and the IAWP- 7.3™.

For more information on the Rocker and AEUP's complete line of lift and material handling equipment, visit www.absolute-zup.com.

About Absolute E-Z Up®

Backed by nearly 30 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.absolute-zup.com.

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