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For immediate Release

WISCONSIN LIFT TRUCK CORP. WINS STEEL KING INDUSTRIES, INC. AWARDS

BROOKFIELD, WI – Wisconsin Lift Truck Corp. won three major awards from Steel King Industries, Inc. for 2009 sales performance.

Named the Most Valuable Distributor of 2009, Wisconsin Lift Truck Corp. increased its sales volume of most Steel King product lines. In addition, the company also met criteria for relative market share; number of different products sold; invoice payment history; product photographs; sales lead response; and response to marketing surveys. Wisconsin Lift Truck also earned this honor in 2007 and 2003 and has been a Steel King distributor for over 17 years.

Wisconsin Lift Truck Corp. also earned Top 10 Distributor and Million Dollar Distributor awards.

Jay Anderson, Steel King's president, who presented the awards, said "The relationship Steel King has developed with Wisconsin Lift Truck Corp. plays a key role in the success we have developed with them. We work closely with their sales department and give their field sales people many opportunities to maintain close customer contact, learn what the customer needs and develop solutions that best meet those needs, using a wide range of Steel King products. We thank and congratulate them for all their outstanding sales and marketing efforts in a down economy year."

"In today's competitive material handling industry we are committed to taking care of our customers by providing value-added solutions, superior service, and quality products delivered with a sense of urgency. Each time a customer interacts with us, we work to confirm or reconfirm their decision that Wisconsin Lift Truck is the supplier for them," said Jerry Weidmann, president.

Wisconsin Lift Truck Corp., one of Wisconsin's largest privately held firms, is a 48 year-old full service material handling distributor with over 270 employees at its headquarters in Brookfield, Wisconsin, its branches in Germantown, Green Bay, Janesville and Wausau and its business partners. Those partners include Wolter Power Systems, which specializes in new industrial engines and generator sales; and Contractor Equipment Services, which offers new and used sales, service, parts and rentals of construction and aerial equipment and sweepers and scrubbers.

Steel King, located in Stevens Point, Wis., is a provider of steel storage rack systems and related products. Steel King develops innovative products and uses the best materials to provide a superior quality product at a competitive price.

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