



Yale Materials Handling Corporation
1400 Sullivan Drive
Greenville, NC 27834
1-800-233-YALE

Yale Honors 16 Top Performing Dealers

GREENVILLE, NC, May 13, 2008 – Yale Materials Handling Corporation, a market leader in lift trucks, honors its 16 top performing dealers with the 14th Annual Dealer of Excellence Awards. Each year the goals are raised and each year Yale’s dealers step up to the challenge.

“Yale is dedicated to providing top-quality products and superior levels of service to our customers, and we are pleased to honor these dealers who represent the best this industry has to offer,” said Don Chance, president, Yale Materials Handling Corporation. “These exceptional people work every day to deliver quality and excellence, while setting the standard that our industry and customers demand.”

Yale’s dealer network, the most comprehensive network of lift truck dealers in the world, participates each year in the Challenge of Excellence program. The top performing members are named Dealers of Excellence, achieving ambitious goals for customer satisfaction, dealer performance, general management, truck sales, short-term rental, aftermarket sales, and parts and service operations.

Dealers of Excellence offer customers the benefits of a highly motivated and customer-oriented distribution network spread across the country. Yale’s dealers pride themselves on customer service and exceeding customer expectations. Yale knows that it is their people that make this happen; employees that are dedicated to outstanding service and adding value to their clients businesses every day.

DEALERS OF EXCELLENCE

Alta Lift Truck Services, Inc.
Berry Material Handling
Black Equipment Company, Inc.
E.D. Farrell Company, Inc.
Eastern Lift Truck Co., Inc.
Hilo Yale Industrial Trucks
Key Material Handling Equipment Co., Inc.
Medley Material Handling Company
National Lift Truck Service, Inc.
Northland Industrial Truck Co., Inc.
Riekens Equipment Company
Yale Industrial Trucks - Central California
Yale Lift Trucks of Florida & Georgia
Yale Industrial Trucks Pittsburgh, Inc.
Yale Materials Handling Dougherty Equipment (NC - SC)
Yale Materials Handling - Green Bay, Inc.

Steven Greenawalt
Joe Wilson
Ken Bonnell
Edward Otis
Mike Pruitt
Les Gobler
Robert Kehley
Mark Medley
Robert Siano
Stephen O’Leary
Duncan Murphy
Michael Fitzgerald
Sandy MacKinnon
Christopher Burns
Michael Dougherty
Gary Fairchild

Yale also recognized its Dealers of Merit and Dealers of Value in the 2007 Challenge of Excellence.

DEALERS OF MERIT

Briggs Equipment (North Texas)
H & E Equipment Services (Utah & Nevada)
Insley-McEntee Equipment Company
Yale Kentuckiana, Inc.
M & G Materials Handling Co.
Ohio Materials Handling, Inc.
Tynan Equipment Co.
Yale Materials Handling – Torrance

Mike Winemiller
Jeff Fry
Philip Robinson
Barry Paul
Ken MacDonald
James Orena
Mike Tynan
Steve Gallagher

DEALERS OF VALUE

Barclay Brand Ferdon
Briggs Equipment (South-East)
Bublitz Machinery Company
Hy-Tek Material Handling, Inc.
KMH Systems, Inc.
Materials Handling Products Corp.
Yale Carolinas, Inc.
Yale/Chase Materials Handling Inc.
Yale Equipment & Services, Inc.
Yale Industrial Trucks Montreal & Ontario Limited
Yale Industrial Trucks – Minnesota, Inc.
Yale Materials Handling Gammon, Inc.

Skip Russo
Mike Winemiller
Jeff Bublitz
Samuel Grooms
John Guenin
Scott Minich
Joseph Wheeler
Roger Ketelsleger
Clifford Anglewicz
Jim McFadyen
Gary Fairchild
Greg Gammon

About Yale Materials Handling Corporation

Yale Materials Handling Corporation markets a full line of energy efficient materials handling lift truck products and services, including electric, gas, LP-gas and diesel powered lift trucks; narrow aisle, very narrow aisle and motorized hand trucks. All Yale® trucks are manufactured in plants meeting ISO 14000 environmental standards. Company engineers are researching and investing in new technologies to help make lift trucks more energy efficient. Yale is a market leader in the development of electric trucks designed to duplicate the performance of ICE trucks. Yale is also a market leader in the introduction of regenerative technology on electric trucks to help conserve energy.

Yale offers comprehensive Fleet Management services, as well as Yale® service, parts, financing and training. Yale® trucks are manufactured in ISO 9001:2000 registered facilities and range in capacity from 2,000 to 36,000 pounds. For more information, or to find the authorized Yale® lift truck dealer nearest you, call 1-800-233-YALE or visit www.yale.com.

###

Contact: Erin Bijas, 609-452-8500 or ebijas@princetonpartners.com