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NEWS FROM CNW GROUP

## 'Pimped' lifts a sell-out sensation

05:30 EDT Friday, July 13, 2007

MasterLift delivers 20th truck in 90 days; launches store to worldwide

demand

OAKVILLE, ON, July 13 /CNW/ - Just three months after launching "Pimp My Lift" ([www.pimpmylift.ca](http://www.pimpmylift.ca)) Masterlift has delivered its 20th truck to the front lines of the loading dock revolution - and its customers couldn't be happier.

"I love it," said Andy Yeh, president of Golden Leaf Automotive (GLA) whose brand new Masterlift was "pimped out" with chrome wheels and painted yellow and black to match the color scheme on his company's showcase '70 Chevelle. "It's a workhorse, an employee perk and a marketing tool, all rolled into one."

MasterLift president Gary Wilson said GLA isn't alone in recognizing the value of a customized lift truck. "It's the same for most of our customers; they appreciate the added operator compartment features and the overall esthetic bling, but these trucks make a statement that you can't buy anywhere else."

Wilson said interest in "pimped" lifts has been overwhelming with calls for franchise opportunities coming in from across North America; purchasing inquiries, he said, have been equally strong. At the same time, requests for merchandise from the worldwide ranks of forklift operators have flooded the Masterlift website with hits registering from across North, Central and South America, Asia, Africa, the Middle East and Europe.

In response, MasterLift launched its "Pimp My Lift" online store this week (<http://store.pimpmylift.ca/>). T-shirts, hats, and "forklift couture" sweat pants are available to drivers everywhere at revolutionary prices ranging from Cdn \$13.99 to \$19.99.

Masterlift was born in 2000 from the merger of Kap Lift and Masterlift and the subsequent acquisitions of Quick Lift and First Choice Lift Trucks. In addition to Masterlift forklifts, the company leases, rents and sells MasterPallet movers, MasterPower industrial batteries, sweepers, scrubbers and offers MasterTrack Fleet Management System to small and large companies.

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