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FOR IMMEDIATE RELEASE

VENCO/VENTURO MANUFACTURING, INC. ACHIEVES NTEA MVP STATUS

CINCINNATI, OHIO (1/9/ 2012) — Venco/Venturo Manufacturing, Inc. is pleased to announce that it has achieved Member Verification Program (MVP) status from the NTEA—The Association for the Work Truck Industry. MVP accredited companies distinguish themselves by achieving key criteria around employee education and training, quality, safety, and compliance with government regulatory requirements.

“We are honored to be a part of the MVP program and all that it stands for,” said Brett Collins, president of Venco/Venturo. “I’m proud of our team for living up to the high standards set by the MVP program, and for demonstrating to the entire industry what a first-class operation our company is.”

The MVP program—first introduced to NTEA members in 2005—identifies consistent business practices around quality, integrity, safety, training and compliance; helping member companies create mutually beneficial and longer-lasting relationships with their suppliers, distributors and customers. Periodically, requirements are modified and criteria are updated to ensure that the program remains relevant and continuous improvement is part of an MVP member company’s culture.

Established in 1964, NTEA—the Association for the Work Truck Industry—currently represents nearly 1,600 companies that manufacture, distribute, install, sell and repair commercial trucks, truck bodies, truck equipment, trailers and accessories. The Association maintains its administrative headquarters in suburban Detroit and a government relations office in Washington, DC.

Venco/Venturo Manufacturing, Inc. has created a specialized line of high-caliber cranes and hoists for generations. Our products are rugged, tough, made in America, and built to last. Venturo’s quality craftsmanship is backed by straight talk, real expertise, and superior customer service. For more information about Venturo’s complete line of truck-mounted cranes, crane bodies, hoists, workforce trucks, and accessories, visit www.venturo.com.

