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FOR IMMEDIATE RELEASE

VENTURO ROLLS INTO THE "TWITTERSPHERE"

CINCINNATI, OHIO (8/30/11) --- Venco/Venturo Manufacturing, Inc. is excited to announce the launch of its Twitter account @venturocranes. Fully integrated with the new Venturo website (www.venturo.com), Twitter followers and regular website visitors can read and react to tweets.

"This is a fun, new way to engage with our customers," said Brett Collins, president of Venturo. "We're looking forward to some great interaction with other people who are interested in the crane and work truck industry."

Venco/Venturo Manufacturing, Inc. has created a specialized line of high-caliber cranes and hoists for generations. 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 cranes, bodies, hoists, workforce trucks and accessories, visit www.venturo.com.

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