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FOR IMMEDIATE RELEASE

BIG CHANGES AT VENTURO: COMPANY WELCOMES TWO NEW HIRES *Brett Collins Named President of Venco/Venturo Manufacturing, Inc.*

CINCINNATI, OHIO (9/30/11) --- Venturo is excited to announce the hire of two new employees, along with a major leadership change as Brett Collins was named President of Venco/Venturo in late June 2011.

Tony Albanese, a Cincinnati native, joins the team as the new Midwest Territory Sales Manager. Albanese brings more than 20 years of industrial manufacturing sales experience in the areas of light and heavy construction equipment, work trucks and factory lift trucks. "I look forward to helping distributors grow their business by making sure our customers get the high quality cranes and hoists they need to get the job done," said Albanese. Albanese will be responsible for sales and support of Venturo distributors and end users in Illinois, Indiana, Wisconsin, Michigan, Kentucky, Tennessee and western Ohio.

Melissa Reynolds has been hired as Venturo's Marketing Coordinator. Charged with executing a variety of marketing communications activities, Reynolds will carry Venturo's "*Rugged, Reliable, Real*" brand into new markets nationwide. Previously, Reynolds has worked in economic development, the nonprofit sector and as a freelance communications specialist.

"One of the best parts of becoming president at Venturo is the chance to add great people to our team, like Melissa and Tony," Brett Collins said. "The strategic initiative we've developed and the resulting success we've seen wouldn't be possible without team members like them."

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Brett Collins has been serving the family business since 1994 and represents the third generation of Venco/Venturo management. Named company president by the Board of Directors on June 28, 2011, Collins brings extensive experience and expertise in manufacturing, marketing and sales. Collins also sits on the NTEA Board of Trustees as a Manufacturer Trustee.

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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