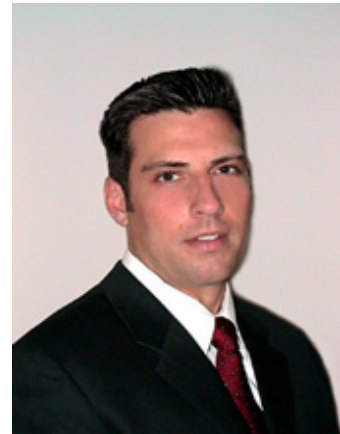# RICO PROMOTES HANK DURICA TO NATIONAL SALES MANAGER

FOR IMMEDIATE RELEASE

(June 20, 2007 - Medina, Ohio) - BPR/RICO Equipment, Inc., today announced the promotion of Hank Durica to National Sales Manager. He will have the primary responsibilities of overseeing all major accounts, dealer relationships, and business development and will report directly to company President, Dave Mueller.

"*Hank has been a key part of our success. His industry knowledge, coupled with an exceptional capability in developing relationships and satisfying customers through a personable approach, will greatly benefit our dealers. Hank's tenure in sales management and take-charge attitude has lead to an outstanding repore with current clientele. Making him our National Sales Manager was an irrefutable choice since he will be handling RICO's most important commodity, our customers. His friendly and likable nature will bode well in our market,*" said Mueller.

Durica, 38, joined the company in 2003 as an Applications Engineer. He quickly rose to the forefront of RICO's sales efforts due to his expertise of the industry and professionalism dealing with customers. Durica will be responsible for spearheading all sales efforts and, moving forward, dealerships are encouraged to contact him at (330)723-4050 ext. 220 or via email at hdurica@ricoequipment.com.

Durica brings with him 16 years of sales and management experience, of which four were with RICO. He holds a B.S. degree in Communications from John Carroll University.

RICO is proud to be fabricators of the world's finest specialty lift trucks. For over 125 years, RICO has pioneered the design, development and manufacture of specialized lift trucks with capacities ranging from 3,000 to 300,000 lbs. RICO's diverse customer base includes the industrial, military and commercial markets. For more information, contact Hank Durica at (330) 723-4050.

For More Information Contact:
Name:	Danell Lasecki
Phone:	(330) 723-4050
Email:	dlasecki@ricoequipment.com
URL:	www.RicoEquipment.com

# # #