

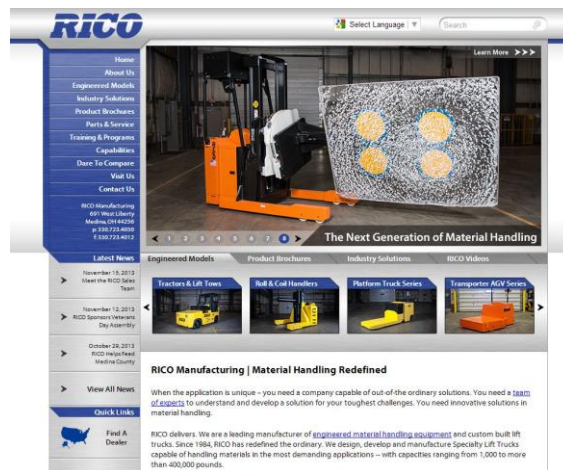
## RICO MANUFACTURING RELEASES REDESIGNED WEBSITE

### FOR IMMEDIATE RELEASE

(February 10, 2014 – Medina, Ohio) [Rico Manufacturing](#) is pleased to announce the anticipated unveiling of its new, fully-featured website. The new site has an array of refreshing, extensive content geared toward making every visitor's virtual experience a positive one.

This interactive website was created in responsive design to be user-friendly and accessible across desktop devices. Mobile accessibility will be available later within the first quarter. It is designed to truly engage and empower customer choice and education so that dealers and end users alike can make well-informed decisions when it comes to choosing Rico as their engineered solution.

“Purchasing equipment is an important investment and a careful process. Our goal is for our customers to always feel reassured that they made the best choice by coming to Rico to provide a quick and efficient solution. We strive to be our customer's first decision. This new website is extremely informative and highlights our company's vast capabilities.” Says Rico President, Steve Shuck.



The newly revamped site includes [manufacturing](#) and [engineering](#) capabilities, high-resolution product brochures and computer generated renderings that provide an exclusive preview of a vehicle before it's built. It also features full color, professional photos and vehicle specific videos. The [facility overview](#) highlights the key aspects of RICO's part warehouse, fabrication and processing plant and main office location. The best part yet? Rico will **PAY** you to visit their facility. The [Dare To Compare](#) says it's as easy as 1-2-3. And it is.

### Coming Soon – Virtual Tour of the Rico Facility

\*Credit and special thanks to the design team at WebRiver Interactive\*

Rico Manufacturing is proud to be fabricators of the world's finest specialty lift trucks. RICO has pioneered the design, development and manufacture of specialized lift trucks with capacities from 1,000 up to over 400,000 lbs. RICO's diverse customer base includes the industrial, military and commercial markets. For more information contact **Alexa Engist** (330) 723-4050 ext. 200 or visit [www.RicoEquipment.com](http://www.RicoEquipment.com)

MATERIAL HANDLING REDEFINED