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Hoist Liftruck to be featured on John Ratezenberger's Made In America on the Travel Channel

BEDFORD PARK, Illinois, September 20, 2007 – Hoist Liftruck will be one of the American companies featured in the upcoming season of *John Ratzenberger's Made In America* on the Travel Channel. The television show, which is entering its fifth season, focuses on the blue collar men and women who work to create American-made products. The show's host, John Ratzenberger, travels across the country visiting American companies to learn not only about how each product is made, but also the history and people that makes each company what they are today.

Hoist Liftruck is honored to be chosen as one of the American companies to be featured by the show for its upcoming season. "We're ecstatic to be one of the few companies to be selected for the show," says Marty Flaska, president and owner of Hoist Liftruck. "We take pride in producing quality, 100% American-made products, and to have our company's history, products and employees recognized on national television is a true honor."

The show will focus on how a Hoist high-capacity forklift is made from design/research to final product, as well as the company's history that dates back to the late 1800s and the dedicated employees that have made Hoist Liftruck a truly successful American company.

For more than 30 years, John Ratzenberger has found success in movies, theatre and television. Best known for his Emmy-nominated character on the hit-show *Cheers*, as well as lending his voice talents to every Pixar-animated film, the Bridgeport, Connecticut-native is an outspoken advocate for American-made products and the companies that manufacture them. Ratzenberger has also helped create the non-profit *Nuts, Bolts and Thingamajigs Foundation* (www.nutsandboltsfoundation.org), which its mission is to avert a growing crisis in America, one that is occurring because too few young people now develop the kind of manual skills required by industries, workshops, and engineering practices. Through mentoring programs, education, and media awareness, NBTF will once again introduce young people to the pleasures of tinkering. And in that way, we will create the next generation of artisans, inventors, engineers, repairmen and skilled workers - in short, a self-sufficient, self-sustaining society.

Filming at Hoist Liftruck was completed early this month with a tentative air-date of late 2007/early 2008. *John Ratzenberger's Made in America* airs Tuesday evenings at 8:00 p.m. EST/PST, 7:00 p.m. CST on the Travel Channel.

Hoist Liftruck Mfg., Inc. manufactures heavy-duty lifting products, ranging in capacity from 6.7 tons to 50 tons. Hoist Liftruck manufactures electric, LPG, and diesel cushion tire trucks, platform and die trucks, LPG and diesel pneumatic tire truck and marina pneumatic trucks. Hoist Liftrucks are engineered for the speed, power, and durability required of any heavy industry. With more than 100 years of proven reliability and quality engineering, Hoist provides the preferred lift truck for performance, serviceability and operator comfort.

- Photo and caption on following page -



John Ratzenberger's Made In America on the Travel Channel filmed at Hoist Liftruck in Bedford, Park, Illinois in September 2007. Hoist Liftruck will be one of the companies featured in Season 5 of the show.

