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pg 1 of 2

Towermatic joins the INSTANT product portfolio

Instant UpRight, the worlds leading manufacturer of INSTANT mobile access towers has signed an exclusive Agreement with Wolfe Design to distribute the Towermatic product range. The Towermatic product range will join INSTANT product portfolio and will be branded 'Instant Towermatic'.

The Agreement which commenced in September 2007 gives exclusive rights for Towermatic to be distributed through out Europe excluding UK and Ireland. The Towermatic products will be available immediately throughout Instant UpRight's current global network of dealers and distributors. The first containers of Instant Towermatic products have just this week been delivered to Instant UpRight's plant in Dublin.

The Towermatic products, designed by the UK company Wolfe Design, first entered the marketplace as low level access products and in 2005 were awarded 'Best New Product' by the Hire Association Europe. The products are all one-piece units which simply fold-out from the base and set up in seconds. The Towermatic provides the user with a 'self-erecting' access tower with no loose parts.

There are currently three products in the range -

- Instant Towermatic T100

A flat-pack Low Level Podium Step with two platform heights of 0.7m and 0.95m

- Instant Towermatic T200

A Low Level Work Platform with the choice of three platform heights up to 2m

- Instant Towermatic T300

Self-erecting access tower suitable for two operatives to work from with a choice of three platform heights of 1m, 1.8m and 3.65m.

pg 2 of 2

Instant UpRight, have been manufacturing and distributing the world's leading tower brand – INSTANT, for over sixty years. The company's world-class manufacturing plant in Dublin, Ireland produces the Instant Span 300, 400 and 500 access tower systems, aviation and boiler access systems, bridging and walkway systems and a number of low level work platforms. The Towermatic product range will complement the existing product range and enables Instant UpRight not only to expand its portfolio but to explore design resource and capabilities in conjunction with Wolfe Design.

John Nevin, Instant UpRight's Managing Director commented: "This is new territory for the company which allows us to widen our product portfolio and strengthen the INSTANT brand further. We are looking forward to working with Wolfe Design and its innovative team".

For further product information, brochure, availability and prices contact 00353 1 6209300 or visit our NEW website www.instantupright.com

IMAGE 1 - INSTANT Towermatic 100

IMAGE 2 - INSTANT Towermatic 200

IMAGE 3 - INSTANT Towermatic products at the NEW product demonstration at Instant UpRights Summit which took place at Carton House, Kildare, Dublin last week. Dealers and Customers were very pleased with the new products.

ENDS

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IMAGE 1 – INSTANT TOWERMATIC 100



IMAGE 2 – INSTANT TOWERMATIC 200



IMAGE 3 – PRODUCT DEMONSTRATION

