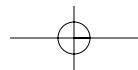
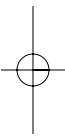
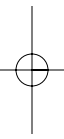


(Left) Three brand new Terex Rough terrain cranes getting Continental decals before they go to work.



CONTINENTAL

Crane Co.

Is Launched To Meet Demand For Rough Terrain Cranes In Southern California And Southwest United States

Continental Crane Co. has recently been set up in the Los Angeles area to help contractors tackle the shortage of cranes in Southern California and the entire Southwestern region of the United States. The company is building one of the largest, most modern and best-equipped fleet of new rough terrain cranes available for bare rental.

With new cranes arriving every month, Continental Crane will have more than

30 brand new rough terrains by mid 2008, including 10 units of 90-ton class Link-Belt RTC 8090 Series II, with 140 foot of main boom and a maximum tip height of 238 foot. The new company also stocks the latest rough terrain models from all the leading manufacturers, including Grove and Terex.

All machines have Tier III engines and are CARB (California Air Resources Board) compliant, enabling contractors in

California to meet the increasingly tough engine emissions regulations imposed by State authorities.

Continental Crane has a partnership arrangement with Bigge Equipment Co. Bigge Equipment offers customers tower and crawler cranes for rent or sale, as well as all types of wheeled mobile cranes. Based in the Bay area, Bigge Equipment is a leader in new and used crane sales, and has distributed equipment all over

Q & A with Mike Rice, Continental Crane's Rental Manager:

When did you start the business?

This is a new business, born just this year. We started the business for several reasons including the increasing demand for RTs (rough terrain cranes) in the market and the new emissions standards that have been put into place in California. Every RT in our fleet meets the EPA Tier III and CARB certification designations. Western States and specifically California contractors electing to do business with us can know with certainty that the RTs we're providing them meet these requirements.

What is your relationship with Bigge? Have you taken over Bigge's rental fleet?

We're very excited to have a partnering agreement with Bigge, which means we have access to their crawler and tower crane fleets, and we'll be actively marketing those fleets in our territory.

You don't hear about many RT-only crane rental companies. What is the rationale there?

We're not strictly RTs. We're definitely focusing heavily on the RT market, but we're also looking for opportunities with crawler and tower cranes as well as boom trucks, carry decks and heavy duty reach forks.

How many RTs do you have available now?

As of today, we have 30 RTs in the fleet, weighted to larger size machines like the Terex RT555 and RT780, the Link-Belt RTC8090 and the Terex RT1120.

Presumably you arrange transport of these RTs?

We provide the customer the option of taking our delivery offering or providing their own transportation to and from our facility.

Who have you worked for before setting out on your own?

I'm born and raised in Southern California. I have 21 years of experience

renting construction equipment here, 16 of those years concentrating on cranes, working for Coast Crane, Anthony/Maxim and now Continental.

How many depots do you have?

We're currently operating only in Southern California, but as previously discussed, we plan to take advantage of our partnership with Bigge to provide coverage to the 11 western states.

What sort of trends are you seeing in RTs?

We're seeing RTs get bigger and we're seeing them used more often in place of truck, AT and small crawler cranes. We see more contractors leasing RTs and crawlers and operating the machines themselves in lieu of renting O&M Trucks, ATs and crawlers.

It's been said the largest growth area in rough-terrain cranes is the top end of the market: big RTs. Is that your understanding?

RTs are being manufactured with bigger capacities and longer boom and jib



Continental's 120 ton Terex RT1120 off-loading turbine components at a wind farm in Southern California.

the world, providing cranes for industrial, commercial and government applications.

Continental Crane's Rental Manager, experienced industry veteran Mike Rice, says of the new venture, "We can state quite confidently that no one else in Southern California has such a large, new and environmentally-friendly fleet of rough terrain cranes as Continental

Crane Co. We also have factory-trained and factory-certified technicians to service the equipment and a comprehensive parts department to meet every need of all our customers."

Rice adds, "From our premises in La Mirada, in the greater Los Angeles area, we are strategically located to serve contractors not only in Southern

California but also across the Desert Southwest up to Las Vegas, east to Phoenix, and beyond. In the current market, many contractors have had problems getting good new cranes. We are here to solve those problems."

For more information, look online at www.continentalcrane.com or call 1-800-500-CRANES.

combinations. They're doing the work that truck cranes and small crawlers used to do without requiring the apparatus of truck and crawler cranes, boom storage transportation, rig-in times, crew size, etc.

Why do you think this is such a booming area?

The Terex RT1120 for example has 155 feet of boom, with a 56-foot swing away. The machine can achieve a total boom length of 211 feet and a tip height of 220 feet and operate at a radius of up to 180 feet. Also, the crane can pick 50 tons at 25 feet and 20 tons at 50 feet, and it can do all of this delivering one truckload to the job site, with one operator in the vast majority of jurisdictions and takes virtually no time to set up compared to

truck cranes. With 4-wheel drive, crab and crawl steer, the cranes are highly maneuverable, able to handle terrain and get into spaces that trucks just can't.

What are the primary applications of these cranes?

These cranes can be used anywhere you would normally use a truck, AT or even a small crawler. As long as the job is longer than a few days, we think RTs provide a huge advantage to the contractor versus other conventional modes of hoisting.

How would you summarize their benefits and drawbacks?

The benefits of using RTs include: maneuverability, capacity, ease of operation, dependability and the fact that they're a

one-man machine. We don't consider the RTs to have any drawbacks. As long as the machine has the capacity required to make the required lifts, we obviously consider them to be superior to any other method.

Is the increased activity of RTs due to market growth, or are they eating up sales of other cranes?

Both. The demand for cranes has grown and as RT capacities have increased, they've taken a bigger share of the market.

It's been said that big RTs are cutting into AT sales. What do you think?

I would assume they have to some degree. But then ATs have cut into truck and crawler sales as well.