

ROTARY LIFT®
The World's Most Trusted Lift™



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NEWS RELEASE

Let's Connect: Rotary Lift Now Active on Facebook, Twitter, YouTube and Flickr

Madison, Ind. (April 28, 2010) – Technicians, shop owners, car dealers, maintenance managers, car collectors and anyone else who relies on Rotary Lift vehicle lifts now can interact with the company through Facebook, Twitter, YouTube and Flickr.

“Social media lets us connect directly with our customers across the globe with an immediacy and regularity that was never possible before,” says John Rylee, Vehicle Service Group director of marketing. “We can answer individual questions from our Rotary customers, have conversations and build relationships with people we might otherwise have never met. At the same time, our followers get the ‘inside track’ on the latest product developments, promotions, industry events and tips for keeping their lifts operating smoothly.”

Rotary Lift’s Flickr page includes trade show and product photos and will grow over time to include photos of customer installations, new product development and more. The Rotary Lift YouTube channel includes videos about the company, new products, environmental considerations and service procedures. Rotary uses its Twitter feed to give followers quick updates on the latest happenings at the company. Rotary’s Facebook page serves as a hub to synthesize all the materials: announcements, customer interaction, photos, videos, promotions, events and more.

Find and follow Rotary Lift across the social web at the following locations:

www.facebook.com/RotaryLift (Facebook)
<http://twitter.com/RotaryLift> (Twitter)
www.youtube.com/RotaryLiftMedia (YouTube)
www.flickr.com/RotaryLift (Flickr)

For more information about the full line of vehicle lifting products and services available from Rotary Lift, contact your Rotary Lift distributor, visit www.rotarylif.com or call (800) 640-5438.

About Rotary Lift

Rotary Lift is the leading brand of vehicle lifts and equipment designed to increase technician productivity. Founded in 1925 by the inventor of the first automotive hydraulic lift, Rotary offers the broadest line of lifts for use in professional automotive service, commercial truck and transit, and enthusiast/residential customer segments. There are more Rotary Lift products used in vehicle repair shops around the world than any other brand.

With an uncompromising commitment to product quality, testing and safety, Rotary Lift's products have achieved the reputation as the world's most trusted lifts. A founding member of the Automotive Lift Institute, Rotary Lift is also the only North American lift manufacturer certified to ISO 9001 quality standards.

Rotary Lift is a Vehicle Service Group (VSG) brand. VSG brings together several top brands of vehicle service and repair equipment, including Rotary Lift and Chief Automotive Technologies. Based in Madison, Ind., VSG has operations worldwide.

VSG is part of the Industrial Products segment of Dover Corporation (NYSE: DOV), a multi-billion dollar, global producer of innovative equipment, specialty systems and value-added services.

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