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Marine Travelift names Erich Pfeifer Vice President of Business Development and Marketing

Sturgeon Bay, WI (March 17, 2010)

Marine Travelift, Inc. announced the promotion of **Erich Pfeifer** to *Vice President of Business Development and Marketing* today.

Pfeifer will be responsible for all industrial and government sales, as well as marine sales in the Americas. He will also oversee all Marketing efforts and activities for the Company.

“Erich’s accomplishments and talents are both highly valued and key to future plans for the organization; and we are thrilled to announce this promotion”.

James Ashton, Chairman, Marine Travelift, Inc.

Pfeifer was hired by Marine Travelift in 2004 as a *Sales Engineer*. He was appointed *Manager of the Americas* in 2006, and promoted to *Director of the Americas and Marketing* in 2009.

Pfeifer was the 2008 recipient of the Marine Travelift President’s *Award of Excellence*, an award recognizing extraordinary achievement on behalf of the Company. Pfeifer delivered the first order for a 1000 ton boat hoist, the largest boat hoist in the world.

Pfeifer is currently enrolled in business graduate studies at the University of Wisconsin – Madison, School of Business.

Marine Travelift, Inc. conceptualized and manufactured the world’s first mobile boat hoist in 1954. The Sturgeon Bay, Wisconsin-based company has a long-standing reputation as a marine industry leader and is recognized for its tradition of excellence on a global scale. There are currently more than 3,500 units in service worldwide, and in addition to the extensive U.S. network, an active export business includes 25 dealers outside the United States. Marine Travelift manufactures mobile boat hoists, marine forklifts, self-propelled transporters and other related marine lifting products.