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MARINE TRAVELIFT PRODUCTS GAIN NEW EXPOSURE IN SOUTH AMERICA

Marine Travelift names Ribeca Equipment as new dealer

STURGEON BAY, WI (March 16, 2011) – Marine Travelift Inc. is proud to recognize Ribeca Equipment Inc. as its newest dealership in South America. Created by Roberto Rizo Benedetto, along with his wife and two sons, the new company seeks to advance the Marine Travelift products throughout Venezuela, Colombia, Panama and Costa Rica.

“I am very excited to work with my sons and to be able to pass along and share my years of experience and continued product training,” he said.

Rizo worked with Marine Travelift products for twelve years as the special projects manager with a South American machinery and equipment company. There he promoted sales of parts, service and new equipment for Marine Travelift line of products.

Now with Ribeca Equipment Inc. he hopes, “to create a sense of confidence with each customer that they are buying the best product out there and have people that will support them with service and parts supply. I think our customer service will preserve the Marine Travelift name in our area.”

Rizo envisions an opportunity for use of Marine Travelift boat hoists in the Venezuelan oil industry. “It takes a lot of equipment to maintain their vessels. So boat hoists ranging from 100 – 300 tons may be possible.”

In addition, Panama is expanding its Panama Canal and is looking into larger machines. “Units from 50 to 100 also have possibilities in Colombia and Costa Rica,” he said.

Rizo is excited by his partnership and future with the Marine Travelift brand. “This manufacturer has proven to me that they are 120% behind their products and another 150% in full support for their dealers. They have well educated personal and knowledgeable persons in the parts, service and engineering departments that are always available for support.

“This creates good team work between the customer, the dealer and the factory. So with no doubt in my mind I would choose Marine Travelift, because they are the best in the world market place.”

For more information about Marine Travelift and its full range of mobile boat hoists, e-mail the sales team at sales@marinetraavelift.com or visit www.marinetraavelift.com.

The world's first mobile boat hoist was conceptualized and manufactured in Sturgeon Bay, Wisconsin, in 1945. Officially established in 1954, Marine Travelift Inc. has a long-standing reputation as a marine industry leader and is recognized for its tradition of excellence on a global scale. The company manufactures mobile boat hoists, marine forklifts, self-propelled transporters and other related marine lifting products. It also has an extensive U.S. and international dealer network, with more than 3,500 units in service worldwide.

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