



# NEWS RELEASE

## **LBX Partners with Equipment Web Services to Grow Dealer Network's Web Presence**

NORFOLK, Va. – In an effort to increase their dealer network's web presence, LBX Company, maker of Link-Belt excavators, demolition equipment, forestry equipment and material handlers, has chosen Equipment Web Services (EWS), a division of Commercial Web Services, as their dealer network's endorsed Internet solutions provider. EWS provides web sites and Internet marketing solutions for heavy equipment and trailer dealers.

As LBX's endorsed Internet solutions partner, EWS will provide the company's dealers with multi-branded sales web sites, designed to improve and facilitate communication between dealers and their prospective buyers. Each participating dealer will also receive an exclusive LBX-branded showcase. Both the multi-branded sales sites and exclusive showcases will offer LBX and its dealers improved opportunities to sell more Link-Belt excavators by converting web site traffic into sales. LBX and its dealers will also be able to track leads, gauge growth and monitor sales.

"Our partnership with EWS gives our dealers an opportunity to take advantage of the huge growth in the use of the internet as a selling tool," said Amy Lindon Maddox, Marketing Communications Manager for LBX. "The EWS sites will be rich with information on current inventory, comparative information and equipment specifications, giving customers the information they are looking for at a click of a mouse."

"Equipment Web Services is committed to providing cutting edge technology and web services for equipment dealers and we are proud to partner with LBX to increase their dealer network's web presence," says Jennie Davis, OEM Relationship Manager of EWS. "We look forward to a long and mutually beneficial relationship with LBX as well as the opportunities this will bring to EWS and LBX."

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#### ABOUT EQUIPMENT WEB SERVICES

Equipment Web Services, a division of Commercial Web Services (a business of Dominion Enterprises), is headquartered in Norfolk, VA. The company is the leading Internet solutions provider to the heavy equipment and trailer industry and provides increased exposure, leads, and sales to dealers through robust lead generation programs and feature-rich online showrooms.

#### ABOUT LBX Company

LBX Company LLC is the proud maker of Link-Belt excavators, demolition equipment, forestry equipment and material handlers. Its products are distributed through a strong dealer network in North and South America.

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