



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Ed Gerber Joins LBX as General Manager for International Business

LEXINGTON, Ky. – LBX Company, makers of Link-Belt excavators, is pleased to announce that Ed Gerber has joined LBX to lead the company's sales expansion efforts throughout Latin America, including Brazil.

Ed comes to LBX with extensive experience in the construction equipment industry, having spent 23 years with Wacker Corporation. Ed held the position of International Sales Representative for Latin America prior to moving to Brazil as the Managing Director of Wacker Maquinas Ltda. Ed later returned to Wacker's Headquarters located in Wisconsin, where he was responsible for both sales and product management for the Asia Pacific region. Ed then moved to Tokyo, Japan where he spent 9 years as the Managing Director of Wacker's Japanese division, Nippon Wacker Co Ltd.



“As we establish LBX do Brasil and expand our business throughout the balance of Latin America there is no one better to lead our efforts than Ed,” said Mike Davis, Vice President of Marketing and Sales. “He knows the cultures and fluently speaks the languages of each country, and has the industry experience and strong business acumen to have an immediate impact to quickly grow our business throughout the region.”

Ed and his wife, Martha, will be moving to the Lexington area in the near future.

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For more information, contact: Lisa Bemis Publicity/Sales Promotion Specialist, at lbemis@lbxco.com.

LBX Company LLC is the proud maker of Link-Belt hydraulic excavators, scrap/material handlers, demolition equipment and forestry equipment. These products are sold through a large independent dealer network located throughout North and Latin America. LBX's subsidiary company, LBX do Brasil, distributes these products in Brazil.

LBX Company is a division of Sumitomo (S.H.I.) Construction Machinery, a world-wide leader in construction equipment innovation and quality manufacturing based in Chiba, Japan.

More information is available by visiting www.lbxco.com or lbx.br.com.

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