



Highway Equipment Company

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# PRESS RELEASE

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## Highway Equipment Company Announces Sale of Flow Boy<sup>®</sup> Product Line

**Cedar Rapids, Iowa – June 25, 2010** – Highway Equipment Company (HECO), the manufacturer of Flow Boy<sup>®</sup> asphalt, aggregate, and concrete live bottom trailers, recently announced their plans to sell the Flow Boy product line and trade name.

The company stated the reason behind the sale is to allow for more focus on its core Hi-Way<sup>®</sup> road maintenance equipment line and New Leader<sup>®</sup> crop nutrient applicators that the company has manufactured since its inception in 1939.

Acquired by HECO in 2004, the Flow Boy has been a staple in the asphalt and aggregate industry since its inception in 1969. The Flow Boy product line includes a variety of live-bottom trailers, including the popular CB4000 line which is comprised of an Over-the-Fifth Wheel (OFW) tri-axle trailer, gooseneck tandem and tri-axle trailers, an eight-axle trailer for the state of Michigan, and the Concrete Special.

“The Flow Boy line is a superior product line with an extensive history of providing durable, high-quality equipment throughout North America,” said Matthew W. Rissi, chairman. “The buyers of this line will get a highly recognizable brand name in addition to a superb product line.”

Parties interested in purchasing the Flow Boy line should contact HECO directly at (800) 363-1771 or via email ([information@highwayequipment.com](mailto:information@highwayequipment.com)). Until the line is sold, HECO will continue to offer service parts for its equipment.

Established in 1939, Highway Equipment Company is a leading manufacturer of New Leader<sup>®</sup> crop nutrient applicators for the agricultural industry, and Hi-Way<sup>®</sup> deicing spreaders and road maintenance equipment for state, federal, and municipal entities, as well as for private contractors. New Leader and Hi-Way products are distributed through more than 200 dealers throughout North America and around the world. Highway Equipment Company is a privately owned business located in Cedar Rapids, Iowa. For more information please visit our web site at [www.highwayequipment.com](http://www.highwayequipment.com).

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*Building the best since 1939.*