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ARCTIC SNOWPLOWS ANTICIPATES 20 PER CENT GROWTH IN 2009; WORKFORCE EXPECTED TO EXPAND

London, Ontario – Arctic has recently added 14 new dealers to its network – nine in Ontario and five in Quebec. “A lot of snow this year, and hard work over the past few years, has combined to make for a very successful 2008 for Arctic,” says Daniel Armstrong, President of Arctic Snowplows.

Despite a slowing economy in 2008, Arctic saw an unprecedented 56 per cent sales growth over 2007. Building on this success, Armstrong is projecting 20 per cent growth in 2009, including employment opportunities in Arctic’s manufacturing division.

“In trying economic times, we’re fortunate to say that we anticipate more growth in 2009, including the need for more employees to help us continue our success,” says Armstrong. “Our excellent 2008 proved that Arctic is a leader in the industry because of our commitment to quality and durability – and because of our employees.”

Arctic will showcase its products at the upcoming National Truck Equipment Association Show in Chicago, from March 3-6. The trade show is North America’s largest gathering of vocational trucks and transportation equipment.

Since it was founded in 1969, Arctic Snowplows has become Canada’s premier manufacturer of snowplows for the light truck market, earning a reputation for design innovation, durability, value pricing, attentive service and the best warranty in the industry.

For more information, please contact:

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