

FOR IMMEDIATE RELEASE – February 4, 2009

STRONG GROWTH PREDICTED IN 2009: ARCTIC ADDS REGIONAL SALES MANAGER

London, Ontario – Arctic Snowplows announced that Jeffery C. Bones has joined its sales team as Regional Sales Manager, Quebec and Maritimes.

Bones joined Arctic in 2008, and brings a wealth of technical knowledge to the Arctic team. Fluent in English and French, he has sales experience in both an industrial and manufacturing environment, including selling Arctic products.

“I strongly believe that just having a bilingual territory manager handling Quebec and the Maritimes opens up a whole new range of possibilities,” says Daniel Armstrong, President of Arctic Snowplows. “Jeff’s knowledge of the industry will no doubt contribute to the growth we are anticipating for this year.”

Bones has made a huge impact since starting in his sales role, signing on five of the 14 new dealers Arctic added to its network in 2008.

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:

Daniel Armstrong, President
Arctic Snowplows
866-757-1243 Telephone
darmstrong@arcticsnowplows.com