

FOR IMMEDIATE RELEASE

## ARCTIC SNOWPLOWS EXPANDS SALES FORCE TO SERVE NEW MARKETS

**London, Ontario, November 29, 2007 – George Hall has joined Arctic Snowplow’s sales team, it was announced today by Daniel Armstrong, President of Arctic Snowplows.**

“George has extensive experience in the agriculture, manufacturing, RV and snow industries. His experience at helping to build business through the creation and promotion of professional dealer networks will be instrumental as Arctic continues to grow in new territories and markets,” says Armstrong.

In addition to owning his own business, Hall has held senior sales management positions with Pickseed, Walker Equipment and Ariens. Based in Arctic’s London, Ontario office, Hall will have some key account responsibilities and will be focusing on expanding Arctic’s dealer network.

Founded in 1969, Canada’s premiere manufacturer of snowplows for the light truck market has earned a reputation for design innovation, durability, value pricing, and attentive service. The company recently introduced an industry-leading seven year warranty, the longest and most comprehensive warranty in the snow removal equipment industry.

For more information please contact:

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