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For Immediate Release

ICUEE 2015 a Huge Success for Terramac®

Elburn, IL – Terramac, a leading manufacturer of innovative rubber track crawler carriers, recently held a successful exhibit at the record-breaking 2015 International Construction and Utility Equipment Exposition (ICUEE) in Louisville, KY. The event took place September 29th – October 1st at the Kentucky Exposition Center and set a new record of over 18,000 registered attendees and 950 exhibitors.

Terramac invited its dealers to Louisville prior to ICUEE for an Inaugural Dealer Meeting. The meeting was a perfect transition to kick off the company's ICUEE 2015 exhibition with a press event, unveiling Terramac's largest and most powerful crawler carrier yet, the RT14. The dealers were able to interact with the media and share firsthand stories about their satisfaction with Terramac's units.

Built entirely of premium components, the new RT14 unit offers the highest torque in its class and can accommodate taller aerial lifting devices and 55% more weight than the company's popular RT9 model. The company also showcased its latest RT9 customization with the acclaimed Terex digger derrick as well as future developments.

Terramac's booth stood out from a sea of cranes and attachments as the company had a 14-ft. bass fish hanging from its RT9 specialty unit with a Terex digger derrick serving as the fishing pole. In addition to both impressive models on display and an eye-catching bass fish, the Terramac booth featured an engaging fishing game designed to raise money for the Pat Tillman Foundation (PTF). In the game named "Cast for a Cause," participants tested their casting skills with the objective of landing a lure into ponds of different dollar amounts. Many participants also added their own donations and the



game raised a total of \$3,678 which Terramac donated to PTF in an effort to support the organization's mission of providing academic scholarships for military veterans and their spouses.

"Terramac is an active supporter of the Pat Tillman Foundation," says Andrew Konopka, President of Terramac. "We are humbled by the amount of visitors who were drawn to our booth to enthusiastically participate in the game as well as their generosity in helping us support an important cause."

As a special tie-in to the PTF "Cast for a Cause" fundraiser, TV celebrity fisherman and 9-time B.A.S.S. Angler of the Year, Roland Martin, spent Wednesday, September 30th at the Terramac booth. Standing atop the RT9 unit, Martin shared casting tips and stories with attendees and invited them to "Cast for a Cause" with him. He happily signed autographs, took pictures with fans and handed out Terramac-branded fishing lures. Visitors of the Terramac booth also registered for a daily \$150 Bass Pro Shops gift card giveaway.

"ICUEE 2015 was a huge success for Terramac," says Konopka. "It was an excellent way for us to showcase our rubber track carriers to the utility market and connect with our dealers as well as potential customers while supporting a great cause and having fun. We are thrilled with the positive outcome despite the rain and look forward to exhibiting again in two years."

Terramac® LLC, based in Elburn, IL, was established to produce the world's leading crawler carrier. Units are sold through a full dealer network which offers customers easy-to-locate parts and service throughout the world. The units can be customized with support equipment to serve many industries such as pipeline, utility, mining, environmental, general construction and more. To learn more, please visit www.terramac.com or call 630-365-4800.

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Release photos and captions:



Photo Caption 1: Terramac donated \$3,678 to the Pat Tillman Foundation at ICUEE 2015 through its in-booth fishing and fundraiser game called "Cast for a Cause."



Photo Caption 2: Roland Martin, celebrity fisherman and 9-time B.A.S.S. Angler of the Year sharing casting tips and stories with ICUEE 2015 attendees at the Terramac booth.



Photo Caption 3: A 14-ft. inflatable bass hung from Terramac's latest RT9 and Digger Derrick customization at ICUEE 2015.



Photo Caption 4: Terramac unveiled its largest crawler carrier unit, the RT14, at ICUEE 2015.