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Midwest Equipment

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Stock Information:  
N/A

FOR IMMEDIATE RELEASE

Midwest Equipment Reveals Its New Look

CHICAGO, IL/PRWEB/May 24, 2004 --- Midwest Equipment today officially revealed its new company logo. The new logo is intended to bring stronger brand identity to the company's products and services as the company continues to build its customer base. Over the next thirty days, the company will be updating its website and stationery to reflect [the new look](#).

The new logo is designed to reflect the company's mission and values towards its customers. The logo has a "M" in the center that represents the Midwest portion of the company name, as well as the company's mission to operate with clear goals and objectives while building a world class asset network. The gear represents the equipment nature of the company's business, while also reflecting the company's important value of providing its customers with excellent service.

#### About Midwest Equipment

Midwest Equipment is a privately held company that buys, sells and trades surplus manufacturing machinery. The company seeks out both traditional and entrepreneurial business opportunities in its key and extended industries. Midwest Equipment prides itself on providing its customers and clients with value-added services that positively impact their bottom line. By having unrestricted discretion in seeking, building and participating in business opportunities, Midwest Equipment provides its partnership and alliance portfolio companies with the necessary tools for success. For additional information about Midwest Equipment, please visit: <http://www.midwesteqt.com/>

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