

Media Contacts:
Andrew Turner



Company Information:
Midwest Equipment
319 West Daisy Circle
Romeoville, IL 60446
USA

Ph. (815) 577-9300
Fx. (815) 577-7625

Midwest Equipment

Internet:
info@midwesteqt.com

Stock Information:
N/A

FOR IMMEDIATE RELEASE

Midwest Equipment Introduces VIC Mail to Celebrate Clients

CHICAGO, IL/November 22, 2004 --- Midwest Equipment today introduced a new customer oriented email protocol that they have appropriately named VIC Mail. The VIC abbreviation stands for Very Important Client / Customer and is meant to reflect one of the company's core values. VIC is pronounced like V.I.P., which stands for Very Important Person. According to Andrew Turner, the company's President, "The purpose of the VIC Mail protocol is to provide our company with a way to celebrate our client's and customer's value everyday. This internet mail protocol will not only deliver the message to our customers that they are important, but it will remind anyone who works for us about who we serve and why we are in business."

About Midwest Equipment

Midwest Equipment is a privately held investment recovery company that buys, sells, auctions and trades surplus and idle plant assets for its clients. 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/>

CONTACT:
Andrew Turner
Midwest Equipment, LLC
319 West Daisy Circle
Romeoville, IL 60446
PHONE. (815) 577-9300
FAX. (815) 577-7625
EMAIL: andrew@midwesteqt.com
<http://www.midwesteqt.com>

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