



Press Release

FOR IMMEDIATE RELEASE

Contact: Tim Justice, Ivy Hi-Lift
(541) 484-9437
Damon Lusk, Lusk Racing
(509) 547-5266

Ivy Hi-Lift signs with Lusk Racing

The "Contractors' Car" will run throughout the Northwest

EUGENE, OR—FEBRUARY 20, 1998—Ivy Hi-Lift, specializing in equipment and scaffold rental and sales, today announced signing a major sponsorship with Lusk Racing of Kennewick, Washington. Running as Ivy Hi-Lift Racing, the #22 Ivy Hi-Lift Chevy Monte Carlo will participate in the 16-race NASCAR Reb-Co Northwest Tour starting this April.

As Ivy Hi-Lift Racing, the team will race in key events throughout the Northwest and possibly California. Races include Portland International Raceway in Portland, OR; Evergreen Speedway in Monroe, WA; Magic Valley Speedway in Twin Falls, ID; Tri-City Raceway in Kennewick, WA; and Douglas County Speedway in Roseburg, OR. Depending on resources, Ivy hopes to also participate in the Sears Point Raceway invitational in June. The Sears Point is a companion race for the NASCAR Winston Cup Championship featuring such drivers as Terry Labonte, Jeff Gordon and Dale Earnhardt.

"We are very excited about teaming up with Lusk Racing, said Tim Justice, Ivy Hi-Lift Marketing Manager. "As America's number one spectator sport, NASCAR is continuing to grow in popularity; sponsoring a race car simply enables us to get involved in a sport that our customers enjoy and relate to. Plus, it gives our employees a team they can call their own."

Ivy's driver is 20-year-old, Damon Lusk. Along with his father, Doug, Damon started Lusk Racing in 1995 by having the family business, Lusk Pump & Irrigation, serve as the team's main sponsor. But with Damon's improving record and ability to climb to higher race divisions, Lusk Racing found itself needing the support of a corporate sponsorship. A native of Kennewick, Washington, Damon will start his second season in the Northwest Tour and only his third year as a driver. Already a two-time rookie of the year, Damon has moved up from driving late models to Super Fours to the Northwest Tour. Last year he missed his third straight rookie of the year by a mere six points.

"It (the sponsorship) is a major breakthrough for our team," said Lusk. "Now, with Ivy Hi-Lift supporting us we have the ability to step up to the front of the Tour field. We are really excited about Ivy joining us and NASCAR for 1998. Ivy's sponsorship is going to make our season a lot less stressful knowing that all I have to do is focus on driving."

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Ivy has dubbed their race car the “Contractors’ Car,” in recognition of their customers and in an effort to invite their key suppliers to join them in supporting the race team. Already on board as associate sponsors are A-1 Plank & Scaffold of Hays, KA; JLG Industries of McConnellsburg, PA; Trus Joist MacMillan of Boise, ID; Trak International of Port Washington, WI; Waco Scaffolding & Equipment of Cleveland, OH; Hessel Tractor (John Deere distributor) of Portland, OR; Mayville Engineering Company of Mayville, WI; MultiQuip Inc. of Carson, CA; Daily Journal of Commerce of Portland, OR; and Gradall Company of New Philadelphia, OH.

Ivy Hi-Lift is an Initial Plant Services Company headquartered in Eugene, Oregon. With 15 branches located throughout Arizona, California, Idaho, Oregon, Nevada, Utah and Washington, the company rents and sells a full line of equipment including Aerial Work Platforms, Contractor & Industrial Equipment, Forklifts and Scaffolding. Additionally, Ivy provides an extensive service program that features an industry-recognized safety program dedicated to the safety of Ivy employees and customers.

For future updates on the Ivy Hi-Lift Racing team, as well as other Ivy Hi-Lift news, visit the Ivy web site at www.ivyhilift.com.

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