



CASTER CONCEPTS

FOR IMMEDIATE RELEASE

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Caster Concepts selected to partner with Chrysler LLC in Ontario

(Albion, MI) August 9, 2010 --- Caster Concepts, Inc., a manufacturer of standard and custom industrial casters located in Albion, MI, has been selected as the preferred provider for all casters, on carts that handle less than 1500 lbs. at the Chrysler assembly facility in Brampton, ON.

The selection process involved an extensive evaluation of competitive caster products from around the world. The initial evaluation compared the physical characteristics of the casters along with a requirement that the casters provide extended maintenance-free performance.

Following the initial elimination process, the remaining products underwent extensive ergonomic testing. Data released by Chrysler's ergonomic engineering team demonstrated that the Caster Concepts 57 series of casters performed 25% better than competing casters in straight on, 90 and 180 degree push pull tests.

"The product performance we are providing for the Chrysler Ergonomic Team is the result of 25 years of product development and a dedicated continuous improvement culture in our manufacturing process," said William Dobbins, president of Caster Concepts, Inc. "We are excited by the opportunity to partner with Chrysler LLC in this exciting project in Brampton, and we thank them for the faith that they have shown in the Caster Concepts team."

Dobbins also commended team members Mike Kulka and Dr. Elmer Lee for their thorough evaluation of Chrysler's needs and for delivering a product design that clearly met the automaker's expectations. The Chrysler LLC project in Brampton will ramp up immediately, with a completion date in early 2011.

Caster Concepts is an ISO 9001:2008 certified designer and premier manufacturer of special and custom casters and wheels. Products range from medium-duty to heavy-duty series fulfilling a broad array of industry applications that withstand the impact, corrosion, temperature and chemical extremes found in harsh industrial environments. These multi-functional casters and wheels serve a variety of industrial applications



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within the automotive, food service, aerospace, material handling and other demanding markets. For more information, visit the most comprehensive family of web sites in the caster industry:

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