



## MY LITTLE SALESMAN®

2895 Chad Drive, Eugene, Oregon 97408-7335  
P.O. Box 70208, Eugene, Oregon 97401-0142

PHONE 541-341-4650 • TOLL FREE 800-493-2295 • FAX 541-342-3307

Contact: Lee Wagers  
leew@mlsinc.com  
or Kim Welsh  
kimw@mlsinc.com  
(541) 341-4650

**FOR IMMEDIATE RELEASE**

## MY LITTLE SALESMAN® Celebrates 50 Years of Bringing Results to Customers

Eugene, OR – MY LITTLE SALESMAN turns 50 in 2008. Launched in 1958 as a home-based publishing business catering to a regional audience of heavy equipment, truck and trailer buyers and sellers, MLS, Inc is now a global brand that continues to pursue excellent results for its customers.

After five decades of growing through service and innovation, MLS, Inc is poised for another half-century of growth. “Celebrating the past 50 years provides us with a great opportunity to focus what has made us successful, service and results,” said MLS CEO Jason Pierce. “Built on this foundation, MLS continues to provide innovative solutions to our audience of buyers and sellers, maximizing the value they gain from working with us.”

Already buoyed by the introduction of fully interactive digital editions of the *MLS Truck and Trailer Catalog* and *MLS Heavy Equipment Catalog* in 2007, the New Year promises more new services to help bring buyers and sellers together. “Our goal as a company is to help our customers achieve the best possible results whether they are selling or buying an item,” added Pierce. “It’s simple, we must consistently deliver best-in-class solutions through online and print media that help our customers ‘find what they need and sell what they don’t.’”

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Building on the values of the past 50 years, MY LITTLE SALESMAN continues to build better tools for better customer results. A growing circulation, bigger catalogs, and expanded web site services combine multi-channel marketing efforts that bring buyers and sellers together. “We will continue to innovate and find new ways to add value to our product and service offerings,” summarized Pierce. “Our customers expect results. For the past 50 years, MY LITTLE SALESMAN has met that expectation and we fully intend to for another half-century.”

**About MY LITTLE SALESMAN®**

MLS, Inc., located in Eugene, Oregon, publishes MY LITTLE SALESMAN *Truck & Trailer Catalog* and MY LITTLE SALESMAN *Heavy Equipment Catalog*. Founded in 1958 with a single print publication dedicated to logging, MLS, Inc. now serves the heavy construction, aggregate and mining, forestry and logging, and agricultural industries with a multi-channel network of print publications, Web sites and digital editions that connect buyers and sellers throughout the world. MY LITTLE SALESMAN is located on the web at [www.MyLittleSalesman.com](http://www.MyLittleSalesman.com).

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