

FOR IMMEDIATE RELEASE

Linnihan Foy Advertising to Create New Web Site for Custom Truck & Equipment

MINNEAPOLIS, MN, February 15, 2009 —Linnihan Foy Advertising, an award-winning, full-service advertising agency, announced today that Custom Truck and Equipment (CTE) selected Linnihan Foy to redesign their web site and create a custom online inventory database.

Known as the largest boom truck and crane dealership in the U.S., CTE is a family-owned business and the leading authority on cranes. The company was founded in 1996 in Kansas City, Missouri, and operates locations in St. Louis, Missouri, and Topeka, Kansas.

As part of the CTE web development marketing strategy, Linnihan Foy will provide copywriting, search engine optimization, and web design and development services.

About Linnihan Foy Advertising

Linnihan Foy is a full-service advertising agency that provides grow-oriented businesses with a fully integrated marketing approach. Located in Minneapolis' historic Northeast warehouse district, Linnihan Foy creates marketing strategies for a collection of industry niches. For more information on the agency visit www.linnihanfoy.com.

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