



## 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: Bernie Molinski  
berniem@mlsinc.com  
or Kim Welsh  
kimw@mlsinc.com  
(541) 341-4650

**FOR IMMEDIATE RELEASE**

### My Little Salesman® Releases Digital Edition

Eugene, Oregon – June 25, 2007 – MLS, Inc. has announced the launch of a digital edition of MY LITTLE SALESMAN *Truck & Trailer Catalog*. The digital edition is an exact online replica of the print version of the catalog. It furnishes interactive tools for online buyers to locate trucks and equipment, and to contact sellers. The company selected the technology and services of Texterity, Inc. to create the digital edition.

“Expanding the market for our print advertisers is what inspired us to publish a Web edition,” said national sales manager Bernie Molinski. “We want to make it easy for Internet buyers to find the equipment they’re looking for from our advertisers. Our vision is to expand the distribution of the MLS *Truck & Trailer Catalog* to a worldwide, online audience actively looking to buy and sell trucks and equipment.”

Response to the digital edition has been universally positive, according to Publisher Kim Welsh. “From an online buyer’s perspective, interactive tools are one of the keys to good customer service,” she said. “Our digital edition allows buyers to search by keyword, to download a page or the entire publication for offline viewing, to e-mail a page to a friend or colleague. And, it’s free of charge, available to anyone with a Web browser and an Internet

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connection. There is no software to install or plug-ins to download. It couldn't be simpler."

Welsh further explained that sellers like the duplication of the look and feel of their ads in the digital medium. "We've got some of the best graphic artists in the classified ad industry, and we work with each of our advertisers to create a unique presence in the *MLS Truck & Trailer Catalog*. When we position that exact printed piece in an online environment, we translate that same presence into a unique online identity."

### **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, 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. MyLittleSalesman.com is located on the web at <http://www.mylittlesalesman.com>

### **About Texterity, Inc.**

Texterity, located in Southborough, Massachusetts, is a leading provider of complete digital magazine publishing solutions. Texterity's Published Web Format (PWF) enables subscribers to view magazines with any standard Internet browser. No plug-ins or software downloads are required. Texterity's digital publishing solution enables publishers to increase reach, impact and revenues through its value-added marketing and circulation-building programs.

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