



## MY LITTLE SALESMAN®

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**FOR IMMEDIATE RELEASE**

# My Little Salesman® Adds Heavy Equipment Digital Edition

Eugene, OR – October 15, 2007 – MLS, Inc. has added a digital edition of MY LITTLE SALESMAN *Heavy Equipment Catalog* to its portfolio of online offerings. Paired with MY LITTLE SALESMAN *Truck & Trailer Catalog* digital edition (DE), MLS Heavy Equipment DE provides complete online access to all of the equipment, trucks and trailers advertised in the MLS catalogs in exact replicas of the printed books. MLS, Inc. continues to use the technology and services of Texterity, Inc. to publish the online editions.

“The success of MLS *Truck & Trailer Catalog* digital edition proved the demand for MLS *Heavy Equipment* to be brought online as well,” said Publisher Kim Welsh. “With the addition of the MLS *Heavy Equipment* DE, we are moving toward fulfilling our goal of having a global circulation which will help our advertisers expand their markets. The tools included with the digital editions enhance the user’s buying experience by giving them one-stop access to all of the information they need in a portable format.”

“MLS *Truck & Trailer* and *Heavy Equipment* digital editions provide our advertisers with constant access to buyers in addition to the books,” added National Sales Manager Bernie Molinski.

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“Bringing their print ads into the online arena puts them in front of a global audience of active buyers all the time.”

The digital editions are a perfect solution for buyers who prefer to go online to research purchases, according to Welsh. Both catalogs are searchable by keyword, feature links to dealer web sites or email addresses, and can be downloaded in part or as a whole for offline reading. Users do not have to install any software or download any plug-ins to use the catalog digital editions making it even easier to get the information they want to make informed buying decisions.

### **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. MY LITTLE SALESMAN is located on the web at [www.MyLittleSalesman.com](http://www.MyLittleSalesman.com).

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