



120 North State Road • Medina • OH • 44256 • USA P•330-721-8631 F•330-723-4012

FOR IMMEDIATE RELEASE

Date: November 1, 2004
Contact: Hank Durica (hdurica@RhinoLift.com)

RHINO INDUSTRIES JOINS SEMA

Rhino Industries, Inc. has announced their membership in the (SEMA) Specialty Equipment Market Association.

President, Dave Mueller stated, "We are continuing to move forward and expanding rapidly. The Tire-Lift product has gained extremely positive reactions in the marketplace. Everyone from the US Government to huge automotive OEM's have expressed interest in the patented Tire-Lift product."

"I'm confident that the SEMA programs and services will be a huge benefit to our company as we move forward. The knowledge that can be learned through SEMA will help our efforts to market & distribute this product into a standard accessory item on all SUV'S & Off-Road vehicles.," says Mueller.

Now more than 5,700 companies strong, SEMA has evolved into an international trade association, which today serves and embraces a diverse constituency representing the full spectrum of the specialty automotive equipment industry.

The annual SEMA show is known as the largest Automotive Aftermarket Parts show in the world, It is the second largest convention in Las Vegas, and accommodates over 100,000 industry leaders from 100 countries.

The Tire-Lift is a patented spare tire carrier that raises and lowers a tire in excess of 165 lbs with an electric or manual actuator. It is designed to swing out 180-degrees in order to access the rear of the vehicle without obstruction. The Tire-Lift product was issued US Patent 6,659,318 on December 2003.

For more information on the Tire-Lift product and Rhino Industries, Inc. go to www.RhinoLift.com



This product is covered under one or more US Patents including US Patent 6,659,318. Hummer, H1 and H2 are registered Trademarks of GM and have no affiliation to Rhino Industries, Inc.

www.RhinoLift.com