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**FOR IMMEDIATE RELEASE**

Date: April 26, 2004  
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**RHINO INDUSTRIES & TIRE LIFT SIGN EXCLUSIVE LICENSE AGREEMENT**

**Medina, Ohio.** Rhino Industries, Inc. has recently acquired the exclusive worldwide licensing rights to promote, manufacture, and distribute the Tire-Lift product. Tire-Lift inventor and patent holder Anthony Newbill felt the current demand for his product required manufacturing and distribution on a much larger scale.

Rhino President Dave Mueller echoed the same sentiments. "Rhino Industries Inc., through its affiliation with BPR/RICO Equipment, Inc., brings together unmatched manufacturing capabilities. I believe we can market & distribute this product into a standard required item on all SUV'S & Off-Road vehicles.

Mueller added, "Mr. Newbill's invention will be an extremely popular option for both the military and private sector. Mueller concluded by saying, "This is not just an aftermarket part, this product will redefine space utilization for manufacturers of these vehicles, while offering a stylish, safe, & easy access spare tire removal tool for the consumer."

Rhino Industries, Inc. will begin manufacturing & marketing this item to the US military as well as all SUV manufactures immediately.

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 this the Tire-Lift product and Rhino Industries go to [www.tire-lift.com](http://www.tire-lift.com)