

FOR IMMEDIATE RELEASE

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SmartEquip partners with Alert Management Systems to drive efficiency and lower operating costs

SmartEquip and Alert Management Systems have announced a strategic partnership to integrate their respective software platforms. The partnership is expected to provide Alert customers a significant reduction in equipment operating costs.

"We are pleased to extend and connect our network directly into the workflow of participating Alert users, said Fernando Pinera, SmartEquip President and COO. "Our companies share a steadfast dedication to serving customers with superior software and this integration of technologies will deliver enhanced efficiency to users with an increase in wrench time, less overtime and down equipment and increased profitability."

Mary Crosslin, Co-President and COO of Alert Management Systems adds "We're thrilled to offer Alert users the opportunity to seamlessly interface with SmartEquip. Our integration will offer Alert users the ability to connect with SmartEquip in the work order process, and create a purchase order if the part isn't in stock. Savvy equipment rental operations will save countless hours and potential mistakes by automating a once time-consuming and error-prone process. We're further delighted to offer this integration as a baseline feature of Alert."

About Alert Management Systems

Alert Management Systems Corp. is a leading supplier of Windows-based rental management solutions to single store and multi-store rental operations across North America. Founded in 1976, Alert provides its customers with decades of experience and innovation in the rental business. Alert EasyPro's general equipment and tool rental software is used in hundreds of rental locations by thousands of end-users who write millions of rental contracts annually. Alert EasyPro rental management systems are supported in all 50 states, Canada, the Caribbean, and other countries. For more visit www.alert-ims.com.

About SmartEquip

The SmartEquip Network is the leading global standard for equipment lifecycle support and procurement. The platform provides a seamless brand-enhancing experience for equipment fleet owners, manufacturers, and distributors of complex equipment. SmartEquip technology enhances ROI for all Network participants by increasing equipment uptime, improving both technician wrench time and transaction accuracy, while also reducing the total cost of equipment ownership. The SmartEquip Network currently supports more than 150 OEM brands, with over 40,000 users across more than 4,000 locations across North America and Europe. SmartEquip recently surpassed \$1.4 billion in transactions and is staffed by veterans of the construction and software industry. Founded in 2000, SmartEquip is positioned to define tomorrow's dynamic and evolving equipment industry