



NEWS RELEASE

For Release – 4:00 pm Thursday, September 7, 2006

Contact: David Swenson, GDC 864.416.0126

UK FIRM ANNOUNCES NEW GREER, SOUTH CAROLINA LOCATION

(Greer, South Carolina) The **Greer Development Corporation** and the **SC Department of Commerce** announced today that **Niftylift, Inc.** has opened a new distribution and product operations support center in Greer, South Carolina. The new **Niftylift, Inc.** operations will be occupying 10,800 square feet located at 32 Concourse Way in the North Perimeter Business Park located at I-85 and SC Highway 14. The company plans to initially hire four employees within the first twelve months of operations and hopes to be up to 15 employees over the next five years.

Headquartered in Milton Keynes, England, **Niftylift, Inc.** specializes in trailer mounted, self propelled, track mounted, and vehicle mounted hydraulic access equipment. The company has been in business for over 25 years and has sales and service centers located in England, Australia, Germany, Netherlands, South Africa, Romania, Norway, and Lithuania.

“We are excited to have located our new North American operations center in South Carolina,” said Ken Trivett, Operations Manager for the Greer facility. “We developed a good relationship with the South Carolina Department of Commerce’s European office a few years ago and they really helped us as we evaluated our opportunities for a new North American operations center. Both the local and the state officials were able to get us the answers we needed in order to make the right decision to come to South Carolina and the Greer community. We are very happy with our location and are now ready to service and grow our customer base in the US.”

“**Niftylift’s** decision to open its first United States operation in Greer is a significant step in our efforts to compete in the global economy for capital investment and jobs,” said Governor Mark Sanford. “Going forward, our administration will continue its work of bettering the soil conditions for business in our state to create more jobs, raise income levels, and ultimately improve the overall quality of life in South Carolina.”

“Our ability to meet with the company’s management team during our recent trip to England allowed us to build on an existing relationship started with our South Carolina European office,” said Secretary of Commerce Joe Taylor. “This announcement provides another example of South Carolina’s determination to connect with global business partners through our international offices. We would like to thank Ken Trivett and the team at **Niftylift** for choosing to grow their international business in Greer.”

“We thank **Niftylift, Inc.** for choosing Greer to be their new operations center,” said Wryley Bettis, Chairman of the **Greer Development Corporation**. “Locating their business in Greer is important to us because it means jobs, investment and another international company to our state and region. We see a big potential for them in Greer and we will do what we can to make sure they are a growing and happy customer in our community.”

For more information on **Niftylift, Inc.** please contact their website at www.niftylift.com or you may contact Ken Trivett at the Greer facilities at (864) 968-8881.

The Greer Development Corporation is a non-profit organization established to promote and enhance economic growth and development in the Greer community. GDC is a 501(c)(4) public-private partnership focused on business recruitment and retention activities, targeted marketing, and product development.