

FOR RELEASE JAN. 16, 2009

Media Contact:

Kim Phelan
800-388-0650 ext. 340
kphelan@aednet.org

AED Foundation Holds Second Annual Live Auction

San Diego, Calif. – Helping to provide for the future of the CE industry has never been so fun. The AED Foundation's Second Annual Live Auction, sponsored and conducted by Ritchie Bros. Auctioneers was held during the Chairman's Inaugural evening at the San Diego Convention Center Jan. 16, 2009.

Thanks to the generosity of sponsors who donated fabulous prizes, and to the generosity of the bidders, the auction was a great success. Up for grabs were exciting adventures, fabulous jewelry, legendary golf and spa packages, and state-of-the-art electronics.

All proceeds from the auctions benefit the Foundation's professional education initiatives, including the industry's only management certification. Monies raised from the auction will be used to update, improve and expand AED University's educational offerings.

The auction sponsors are:

- **Ritchie Bros. Auctioneers** - Canadian Fishing By Invitation Only
- **Caterpillar** - Richard Petty 80 Lap Driving Experience #1
- **FCC Equipment Financing** - Richard Petty 80 Lap Driving Experience #2
- **Terex Construction Americas** - Upland Bird Shooting in Colorado
- **Case Construction** - Fighter Pilot for a Day
- **Longview Advantage** - A Trip to The Calgary Stampede
- **LiuGong Construction Machinery N.A.** - Stay at Blantyre
- **Vermeer Corp.** - Fishing Excursion in Alaska
- **US Dealer Benefits** - Texas Gulf Coast Fishing
- **Industrial Seats, div. of United Group** - Executive Office Chair
- **BLS Enterprises** - Daniel Swarovski Couture Collection Cuff Bracelet
- **Komatsu America** - Peridot and Diamond necklace
- **JCB** - The Best in Bose Equipment
- **EPG Insurance** - Golf at Pinehurst
- **IronPlanet** - Two Nights at Calistoga Ranch
- **Breaker Technology Inc. (BTI)** - Taylormade Golf Clubs
- **Liebherr** - Golf at Kings Mill

About The AED Foundation

The AED Foundation enhances the success of member companies by encouraging continuous learning, by providing educational opportunities for today's employees, and by improving the quality of employees available in the future.

About AED

AED is an association of independent distributors, manufacturers and other organizations involved in the distribution of construction equipment and related products and services in North America and throughout the world. AED members sell, service and rent equipment to markets that include heavy and light construction, mining, agriculture, forestry, aggregates, engines and industrial.

###