

NEWS RELEASE

For Immediate Release

For further information contact:
Andrea Horner 1-800-MAGLINE
Email: PR@magliner.com

Magline Announces Product Acquisition of The Mule™ Powered Lift Truck

Standish, MI, October 20, 2015 -- Magline, manufacturer of innovative lightweight route distribution solutions, today announced that it has acquired the assets of the Mule™ battery powered lifting hand truck product line by Beyond Products, Inc., of Milford, CT. The terms of the transaction are confidential.

Greg Ecker, Magline's President & COO, said, "The acquisition of The Mule product line marks a further step in the strategy of building a portfolio of best-in-class material handling products. This product acquisition fits well within our stated objectives, and we are excited about the value it will generate. The Mule is a terrific fit to our current platform and rebalances the portfolio as we continue to expand our offering."

Andrea Horner, Magline's Vice President of Marketing stated, "The acquisition of this powered product is strategic to us in so many ways. First and foremost, it significantly deepens our portfolio of Magliner products and services. This expansion demonstrates our customer commitment to offer a full breadth of durable, ergonomic and quality equipment to allow safe use and transport of items."

Magline will continue to produce the battery powered lifting truck under the Mule™ brand through 2015. The product will be rebranded and relaunched under the Magliner portfolio in Q1 2016, and will be offered through all current channels of distribution.

About Magline

As a leader in the material handling industry, Magline, Inc. is committed to creating innovative solutions that help people transport materials more safely and efficiently. For over 68 years, this has translated to creating an exceptional product and service experience that has earned long term customer loyalty. The focus remains on creating innovative products and services, driven by our customer needs and industry insights. Magline's industry knowledge and expertise has evolved into the creation of a compelling customer value proposition.

We encourage you to visit our website at www.magliner.com, follow Magline on Twitter at @MaglineInc and visit our Facebook page.

###

