

For Immediate Release

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Midvale, Idaho Company Named ‘Exporter of the Year’ by U.S. Export Promotion Magazine

Meyer Industries of Midvale, Idaho has won a 2009 Exporter of the Year award from ThinkGlobal Inc., publisher of *Commercial News USA*, the official export promotion magazine of the U.S. Commerce Department.

Meyer Industries manufactures The Rodenator and markets the device as a ‘green’ and humane alternative to pesticides in eliminating burrowing rodents such as gophers, groundhogs, prairie dogs, ground moles, and voles. The propane/oxygen-fueled device is used by farmers, ranchers, pest-control companies, nurseries, golf courses, water districts, schools, orchards, vineyards, and municipalities to prevent the destruction of commercial and private crops, plants, flowers, fields, and yards.

“What a great honor for Meyer Industries to receive Commercial News USA’s Exporter of the Year Award,” said Ed Meyer, president of Meyer Industries. “Our export business is the key to our success by diversifying our consumer base to include multiple fluctuating economies. Winning this award gives us valuable exposure in many new foreign markets.”

Founded in 2003, Meyer Industries began exporting in 2005. “Ours is a three-pronged sales strategy that includes web-based factory direct sales and international distributor sales,” said Meyer. “Rodenator began to receive national attention through various news stories and by being featured on ‘Corkscrewed, The Wrath of Grapes,’ a reality TV series produced by Nigel Lithgow about his California vineyard. That national attention pushed the company into the mainstream as an effective, humane strategy for eliminating burrowing pests.” Currently, 44% of the company’s total revenue is generated from international sales to the United Kingdom, Canada, Mexico, Australia, and New Zealand.

Commercial News USA is a bi-monthly catalog-style magazine with an estimated 400,000 readers in 176 countries worldwide. Awards are given to one U.S. company in each of 15 industry categories. Privately held Meyer Industries was named Exporter of the Year in the Agriculture category. Exporter of the Year award winners will be profiled in a special May-June 2009 issue of the magazine.

Winners were chosen based on the total number of documented export transactions completed in 2007, the total percentage increase in sales in 2007 compared to 2006, exports as percentage of total sales, the company’s commitment to exporting, the company’s commitment to customer service, and the company’s innovation and

originality in marketing products or services. To be eligible for the award, a company must currently be exporting from the United States.

Gregory Sandler, publisher of *Commercial News USA*, said that the success of Meyer Industries is indicative of how American companies can benefit from exporting. “American companies looking for growth need to be considering opportunities outside of the U.S.,” said Sandler. “World markets offer considerable potential for U.S. exporters.”

Information about the Exporter of the Year awards, including profiles of all the winning companies, is available online at www.exporteroftheyear.com. The current issue of Commercial News USA is available online at www.thinkglobal.us.