

**FOR IMMEDIATE RELEASE**

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**Southern Application Management (SAM) now representing the  
Apache self-propelled sprayer in the Delta**

MOORESVILLE, Ind., November 15, 2009—Equipment Technologies (ET) proudly announces the addition of Southern Application Management (SAM) to its family of dedicated dealerships.

Southern Application Management is a start-up business venture lead by Charles Schindler a XX year veteran in the application business. “Charles’ sales and service knowledge of self-propelled sprayers is rare. He is a natural fit with ET’s entrepreneurial culture and our spraying expertise,” says Paul Nielsen, National Sales Manager for Equipment Technologies. Nielsen adds, “Not only does Charles bring the Apache sales force years of application expertise, but he does so in an area that is new and exciting to us.” SAM is based in Cleveland, Miss. And will focus on sales and service for the Apache brand in the Delta.

“I couldn’t be more enthusiastic about the opportunity to sell Apaches,” notes Charles Schindler, General Manager of SAM. “When you consider its reliability and simplicity, the Apache is a truly the farmer’s machine. It presents Southern Application Management with a unique opportunity to introduce something new and beneficial to producers in the Delta area. That’s a rewarding thing to be a part of.”

Equipment Technologies is the largest independently-owned manufacturer of self-propelled sprayers in North America. Operating from its 108,000 square foot headquarters in Mooresville, Ind., the company’s singular focus is its line of Apache self-propelled sprayers. ET distributes its sprayers throughout North America and Ukraine through a network of independent dealers.

For additional information, contact Paul Nielsen at (731) 225-9304 or at [paul.nielsen@etsprayers.com](mailto:paul.nielsen@etsprayers.com) or visit the Equipment Technologies website at [www.ETSprayers.com](http://www.ETSprayers.com).

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