

Pinnacle Promotions, Inc. Named Promotional Products Supplier for Taylor Machine Works, Inc.

Atlanta, GA – May 26, 2011 - Pinnacle Promotions, Inc. is proud to announce their position as the preferred promotional products supplier and marketing partner for Taylor Machine Works, Inc. Headquartered in Louisville, Mississippi, Taylor Machine Works is one of the United States' leading manufacturers of industrial forklift and material handling equipment.

As part of this new partnership, Pinnacle is providing Taylor with an online company store, Taylor Big Red Store, that serves as a one-stop shopping experience for the company's employees and dealers who are promoting the Taylor brand. Pinnacle's in-house graphic designers and web programming department customized the look and feel of the online store to match Taylor's own site to create a comfortable shopping experience. Additionally, all products featured in the store meet Taylor's corporate brand guidelines in order to make the ordering process easy and efficient for purchasers.

"Taylor Machine Works is an expert in their industry, and we are excited for this opportunity to offer them our expertise in promotional products and online company stores to help market their great brand," remarked Brooke Digby, Manager of Program Services at Pinnacle. "We are enjoying working with the Taylor Big Red team and look forward to continuing to build a strong and lasting relationship with them."

The company store launched at the end of April of this year. The store currently offers branded promotional products including apparel, outdoor gear, drinkware and desk and office accessories, as well as travel bags and totes. They are also about to release a new line of custom Taylor hats to the store this summer.

About Taylor Machine Works, Inc.

From a small machine shop in 1927 to a world-wide organization with state-of-the-art engineering and manufacturing resources, Taylor Machine Works has grown to become one of the United States' leading manufacturer of industrial forklift and material handling equipment, with over 100 models ranging in lift capacity from 16,000-lbs. to an astounding 120,000-lbs. At the very center of this success has been an unwavering commitment to the key concepts of faith, vision and work by the members of the Taylor family and employees who collectively form the Big Red Team. Learn more at <http://taylorbigred.com/>.

About Pinnacle Promotions, Inc.

Since 1994, the world's leading companies have trusted Pinnacle Promotions to provide them with customized solutions for their marketing and branding needs. The company's agency approach to promotional marketing makes consumers' jobs easier and provides them with an unprecedented array of exclusive services. With dedicated Account Teams and innovative technology, Pinnacle Promotions delivers new and unique [promotional products](#) faster than ever thought possible and with the quality expected from an industry leader. Please call 800.351.4226 for additional information.