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Olathe RSC Equipment Rental Store Named Best Place to Work and Best Rental Supply Company

Scottsdale, Ariz. – November 5, 2007 – The Olathe, Kan., store for RSC Equipment Rental was recognized as the best place to work and the best rental supply company in Johnson County, Kan., in the 10th annual reader's choice poll conducted by The *Kansas City Community News*. This county includes many suburban Kansas City communities and has a combined population of more than a half-million people. The *Kansas City Community News*, a Sun publication, is circulated to more than 113,000 Johnson County homes. More than 1,200 of their readers voluntarily participated in the online poll.

"We were ecstatic to hear about these awards," said Kevin O'Brien, Midwest regional vice president for RSC. "The implications are twofold and very important to us. First, they show that RSC is serving its customers at an exceptional level. And second, they mean our employees are thriving and enjoying their work environment. It means a lot to us to have both satisfied customers and satisfied employees."

"We have a team that not only cares about customers but about each other as well," said Cary Barrows, the Olathe store manager. "Their loyalty to the company is exceptional. This store has been here for 10 years, and the average tenure of our 19 employees is between eight and 10 years. And, likewise, they

are loyal to our customers. We try to treat every customer like they are our 'biggest customer.'”

Bob Burger, an outside sales specialist for the store, also credited the team environment for high levels of customer service. “I can honestly say that our customers express a great deal of satisfaction in their experience with RSC,” he said.

RSC differentiates itself in the competitive equipment rental industry through its focus on customer service. It has the youngest and best maintained equipment fleet among industry leaders. It also supports customers with proactive safety programs, GPS-guided fleet management, and a 24x7 Customer Care Center.

The Olathe store is located at 11615 South Rogers Road, near the intersection of Interstate 35 and West 119th Street. It is one of more than 469 RSC locations across North America. The company has three stores in the Kansas City metropolitan area, 10 stores across Kansas and 16 across Missouri.

About RSC Equipment Rental, Inc.

Based in Scottsdale, Ariz., RSC Equipment Rental, Inc., is one of the largest equipment rental providers in North America servicing construction and industrial markets with an original equipment fleet cost of more than \$2.7 billion. It offers superior levels of equipment availability, reliability and service to customers through an integrated network of more than 469 rental locations across 39 states in the United States and in four Canadian provinces. With more than 5,400 employees committed to continuous safety and 24x7 customer care, RSC Equipment Rental delivers the loyal customer support needed to build the future. Additional information about RSC Equipment Rental is available at www.RSCrental.com.

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Photocaption: RSC Equipment Rental's Olathe, Kan., store was recognized as the best place to work and the best rental supply company in Johnson County, Kan., in suburban Kansas City. The award was made through the 10th annual reader's choice poll conducted by *The Kansas City Community News*. Staff members from the store include, from left to right, Kevin Forbis, Cameron Birk, Bill Barnes, Matt McQuinn, Robert Brandt, Kevin O'Brien (RSC Regional Vice President), Monica Glennon, Larry Gibson, Rod Barto, Pete Maxwell, Weaver Richards and Cary Barrows (store manager). [Editor's note: high resolution photo available upon request to Roger Ryerson at rryerson@gibbs-soell.com.]



Photocaption: RSC Equipment Rental driver, John Landon, secures a forklift prior to delivery to a customer in the Kansas City area. [Editor's note: high resolution photo available upon request to Roger Ryerson at rryerson@gibbs-soell.com.]