



**FOR IMMEDIATE RELEASE:**

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**VIPAR Heavy Duty Measures  
2004 Annual Business Conference a Success**

VIPAR Heavy Duty has finalized a successful 2004 Annual Business Conference held October 19 – 23, 2004 at The Marco Island Marriott Resort, Golf Club, and Spa in Marco Island, Florida. Record numbers of supplier and stockholder companies and attendees' participated in the 15<sup>th</sup> conference held once a year. The VIPAR Heavy Duty Annual Business Conference brings together VIPAR Heavy Duty Stockholders, Supplier Partners, and Industry Associates to facilitate the productive exchange of ideas and information benefiting all participants.

Conference events included: general sessions, break-out meetings, the Annual Stockholders Meeting, tradeshow, one-on-one stockholder/supplier partner meetings, as well as various other business programs. Program additions for the 2004 Business Conference also included a training session for stockholder participants titled "Branch Finance for the Non-Financial Manager", as well as the addition of Rocky Bleier, former NFL Super Bowl winner tailback as guest speaker for all attendees.