

Mascus opens an office in Australia and New Zealand

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Mascus, the worldwide premium media for heavy machinery and transportation vehicles enters one more continent

Another Significant Internationalization Step for Mascus

With one more office in another major location, Mascus the worldwide premium media, owner of used machinery and trucks (<http://www.mascus.co.uk>) marketplace, continues to justify its positions as a global player on the heavy industry market. From the beginning of April 2009, Mascus opens a new office in a third continent - Oceania.

"We have been glad, to witness success in selling Mascus' services in Europe and South Africa and now it is time to enter another continent." says Fredrik Larsson, Mascus Managing Director. "And currently, the right opportunity rose. After we met our present partners in Australia and New Zealand, we knew that these Mascus pages are on their way." he added.

The Australian Mascus Partner

Mascus' office in Australia and New Zealand will open in cooperation with the Gavin Burnett, a successful Australian entrepreneur, who has more than a decade experience in digital media. Mr. Burnet is well-know in the on-line classified media area in that part of the globe. He is the winner of Australia's first whole of Government online web solution contract worth more than \$1million in 2001. Two years later, he wins the second one worth more than \$4million. The second contract is still in operation today.

"I saw the potential in Mascus' products as soon as I got familiar with their concept. The marketplace offers great advertising opportunities to dealers trading with used farm machinery (<http://www.mascus.co.uk/Agriculture>), construction, agriculture, material-handling, forestry and groundscare machines and transportation vehicles. In addition, customers have the opportunity to use first class Internet stock management tools. What more a dealer could want? An opportunity to sell and manage its stock- and Mascus offers that all." comments Gavin Burnett.

Mascus.com.au (<http://www.mascus.com.au>) and Mascus.co.nz (<http://www.mascus.co.nz>)

The Australian and New Zealand Mascus pages are already on-line and the new team is working on promoting and selling its services.

Cameron Young, a driving force at Boardroom Radio will head the national sales team. Fabio Peretti, Michael Hawkins and Wayne Tubman have already been a part of Mascus Sales team, as respectively Administration Manager, Regional Sales Manger (VIC, TAS) and Regional Sales Manager (QLD, NSW).

"We've been excited to commence Mascus project in our continent. Mascus offers so many opportunities for our used machinery and transportation vehicles market, and of course with the IT, Sales and Marketing support we receive from Mascus Headquarters in Helsinki, Finland, we do not doubt that Mascus will be successful in Australia and New Zealand." Mr. Young concludes.

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About Mascus:

Mascus - Is an electronic marketplace for used farm machinery (<http://www.mascus.co.uk/Agriculture>), forestry, and groundscares equipment and transportation vehicles. Product ranges include used tractors (<http://www.mascus.co.uk>), used trailers (<http://www.mascus.co.uk>), used trucks (<http://www.mascus.co.uk>), diggers, box trailers (<http://www.mascus.co.uk/Transportation/Used-Box-body-Trailers>), mini diggers (<http://www.mascus.co.uk/Construction/Used-Mini-diggers-excavators-7>) and excavators. Mascus makes trading in used machinery and equipment quicker and more efficient by collecting in one place information about the supply and the demand. All dealers, producers, and end users are welcome to offer their used machines and equipment for sale via the marketplace.

Mascus is a trading company of Alma Media Corporation.

For more information:

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Notes for Editor:

Press materials and pictures:

English: www.mascus.com/press