



FOR IMMEDIATE RELEASE

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Travis Lathrop named Southwest Regional Manager

Fabick CAT is pleased to announce the promotion of Travis Lathrop to Southwest Regional Manager. Lathrop has served Fabick CAT as the Compact Construction Equipment Sales Manager since July 2006. In his new position, Lathrop will manage all aspects of sales, parts, and service for the Southwest Region branches: Springfield, Joplin, and West Plains.

Prior to joining Fabick CAT last year, Lathrop worked for Caterpillar Inc. from January 2002 to November 2003 as Product Marketing Engineer for Skid Steer Loaders and Multi-Terrain Loaders and as a Machine Sales Representative for the Seattle District from August 2004 to July 2006.

Lathrop is a graduate of the University of Missouri at Columbia, MO where he graduated with a Bachelor of Science Degree in Agriculture Systems Management.

Fabick CAT, headquartered in Fenton, MO, is the authorized dealer of Caterpillar equipment, prime and stand-by power systems, parts and service, compact construction and rental equipment for 99 counties in mid and southern Missouri and southern Illinois. Other locations include Jefferson City, Columbia, Springfield, Joplin, West Plains, Cape Girardeau and Foristell, MO; Salem, Marion and Metropolis, IL.

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