

WHEN LIVES ARE ON THE LINE,
YOUR EMERGENCY VEHICLES SHOULD BE



For Immediate Release



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New Jersey Company Named 2010 Exporter of the Year

April 7, 2010 – First Priority Emergency Vehicles has been named a 2010 Exporter of the Year award winner by ThinkGlobal Inc. Think Global is the publisher of *Commercial News USA*, the official export promotion magazine of the U.S. Commerce Department.

Located in Manchester, New Jersey, First Priority specializes in new and pre-owned emergency response and mobile health vehicles, as well as the manufacturing of the revolutionary “BQR” compact 4x4 firefighting unit. Exports account for one-third of the company’s sales, and increased last year by 20%. The company began exporting in 1998.

“First Priority Emergency Vehicles serves the worldwide public safety market with America's finest emergency medical, rescue, firefighting and mobile health vehicles,” noted Robert J. Freeman, President of the company. “Globally, such American-made specialty vehicles are coveted for their preeminent quality and durability.”

Moreover, added Freeman, “First Priority is focused on providing international customers enhanced value by supporting their purchases with adjunct portable equipment, spare parts, in-country training and consultation services, delivering the convenience of true one stop shopping”.

Commercial News USA is a catalog-style magazine with an estimated 250,000 readers in 176 countries worldwide. Awards are given to one U.S. company in each of 12 industry categories. Privately held First Priority Emergency Vehicles is the winner in the Automotive category. All Exporter of the Year award winners will be profiled in the May-June 2010 issue of the magazine.

Criteria on which winners were selected included the total number of documented export transactions completed in 2008, the total percentage increase in sales in 2008 compared to 2007, exports as percentage of total sales, the company’s commitment to exporting, the company’s commitment to customer service, and the company’s innovation and originality in marketing products or services. To be eligible for the award, a

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company must currently be exporting from the United States. The Exporter of the Year award winners are selected by ThinkGlobal.

Gregory Sandler, president of ThinkGlobal, said that the success of First Priority is a clear demonstration of how American companies can benefit from exporting. “American companies looking to grow and expand beyond their current trading areas need to consider sales opportunities outside of the U.S.,” said Sandler. “World markets offer excellent potential to U.S. exporters.” This year’s awards are particularly significant given President Obama’s recently announced National Export Initiative. The Initiative is focused on doubling US exports over the next five years, creating two million new jobs in America.

Award winners from across the United States were presented the awards by the Director General of the U.S. Commercial Service during a luncheon at the 2010 Asia Pacific Business Outlook Conference held at the University of Southern California’s Marshall School of Business.

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