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For Immediate Release

Showmen Supplies and Fabbri Group Sign Ride Parts Distribution Deal

LA PORTE, Ind., August 7, 2014 – Showmen Supplies, a lighting and electrical products distributor for the amusement industry, has reached an agreement with the Fabbri Group, an Italian manufacturer of amusement rides, to be the exclusive distributor of Fabbri amusement ride parts for the United States and Canada.

Scott Siefker, Vice President of Showmen Supplies, said, "Because our core business already revolves around the logistics of component part supply, we felt we were ideally suited to managing a ride parts distributorship to service Fabbri ride owners." When asked what would be the greatest benefit of this deal, Siefker stated, "We have 48 years of customer service experience in the amusement industry. This will be a great advantage to owners of Fabbri equipment whose business depends on having their rides in operation and not out of commission while they wait for shipments to arrive from Europe. We know that when they call they need replacement parts to be in stock and shipped quickly and we have a great history of doing exactly that."

Founded in 1966 by the Siefker family, Showmen Supplies has long been servicing the amusement industry by providing specialty lighting, electrical, power distribution and ride parts from their facility in La Porte and from their mobile warehouses that travel across the country to service major fairs and carnivals on site. Along the way their business and inventory has evolved in response to the industry's needs. For that reason Scott Siefker reasoned that, "handling ride parts was a natural expansion for us."

So far, customer response to the new venture has been very positive. Mark Siefker, Vice President of Showmen Supplies, related that, "A few of our customers who are aware of our agreement with Fabbri have shown a great deal of excitement about having a more local source for critical components. Especially with our track record of timeliness and customer satisfaction."

Last month, Showmen Supplies acquired the existing US-based Fabbri parts inventory from Amusement Sales, Inc. and has embarked on an expansion of that inventory to have the most commonly sought parts readily available to Fabbri ride owners. Confronting the task now before them, Scott Siefker said, "We'll have lots of work to do in expanding our parts database, learning the equipment functionality, and familiarizing ourselves with new mechanical systems but I know we're up for the challenge and will do a great job for our customers."