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EquipmentTraderOnline Unveils New, Improved Homepage

Based on customer suggestions and behavior analysis, EquipmentTraderOnline.com unveiled a new homepage, making searching faster, easier, and more efficient.

/24-7PressRelease/ - NORFOLK, VA, July 15, 2006 - Based on customer suggestions and behavior analysis, EquipmentTraderOnline.com unveiled a new homepage, making searching faster, easier, and more efficient.

With the addition of a new "quick search" feature, www.EquipmentTraderOnline.com now allows users to find the perfect piece of equipment for them in one easy step. The quick search narrows the list of criteria used when searching for equipment. A basic search including manufacturer, a keyword, and the location is available right on the homepage for the maximum accessibility. If a searcher has an even more specific idea of the equipment they are looking to find, there is still the "advanced search" option, which searches based on additional criteria including new or pre-owned, price range, model, zip code, area code, and the category of equipment.

"These changes were inspired by the suggestions and advice of our site users," said Nakkia Gray, General Manager of EquipmentTraderOnline.com. "EquipmentTraderOnline.com and the other Trader businesses are constantly seeking ways to improve our sites and our services. We take the opinions of our dealers and our site users very seriously and do what we can to accommodate their suggestions."

EquipmentTraderOnline.com is a leading online classified ad service bringing heavy equipment buyers and sellers together in one virtual marketplace with over 2 million pageviews,(WebTrends, 2005). Advertising their inventory on EquipmentTraderOnline.com, dealers and independent owners alike are reaching equipment buyers who are interested in researching and purchasing new and used heavy equipment online.

www.EquipmentTraderOnline.com

About Trader Publishing Company

Headquartered in Norfolk, VA, EquipmentTraderOnline.com is part of TraderOnline.com's network of websites covering new and used vehicle categories such as boats, trucks, motorcycles, ATVs, aircraft, equipment and collector car vehicles, and general merchandise. TraderOnline.com is a division of Trader Publishing Company, the nation's largest distributor of photo-classified ad publications. For more information about EquipmentTraderOnline.com , call toll-free 866-242-3585 or visit www.EquipmentTraderOnline.com.