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# News Release

## Carlo Salvi USA Inc. and Reed Machinery agree to marketing partnership

### Reed Machinery to cooperate in sales and marketing in North American market with Ohio-based, US operations of Carlo Salvi S.p.A.

Worcester, MA and Sylvania, OH, February, 2008: Reed Machinery will now offer the complete line of Carlo Salvi cold forming machines in the North American market in addition to its Reed®, Hartford® and Waterbury® brands. The Waterbury brand of heading machines will be discontinued by Reed but new Waterbury thread rollers will continue to be made available as well as parts, repairs, service and rebuilding for all Waterbury machines. The recently modernized Reed and Hartford brands will be unaffected by the new partnership.

While the partnership provides Reed Machinery with a modernized, technically advanced line of cold forming machines it also provides Carlo Salvi with a more extensive network of US-based personnel and the ability to offer more complete solutions of heading and threading in the served market. Reed will work closely with the Carlo Salvi USA team on all projects. Spare parts will continue to be shipped from the inventory at Carlo Salvi's Sylvania, Ohio facility.

Jim Flanagan, president of Reed Machinery, Inc., claims, "We have focused on developing products to improve the productivity of all of the Reed® and Hartford® machines. The addition of the Carlo Salvi product line provides our customers with a modern and cost-effective solution for new cold forming applications. We are very excited about having a migration path for our Waterbury header customers with new application needs."

"The North American market accounts for approximately 25% of our installed machines and will remain important for our future growth," states Dr. Sergio Ziotti, chairman of Carlo Salvi USA and CEO of Carlo Salvi S.p.A. "We are pleased to partner with Reed Machinery, another well respected brand."

For information about any of these products contact Reed Machinery at 1-508-595-9090 (fax: 1-508-595-0002) or visit on line at [www.reed-machinery.com](http://www.reed-machinery.com).

For Immediate Release

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