



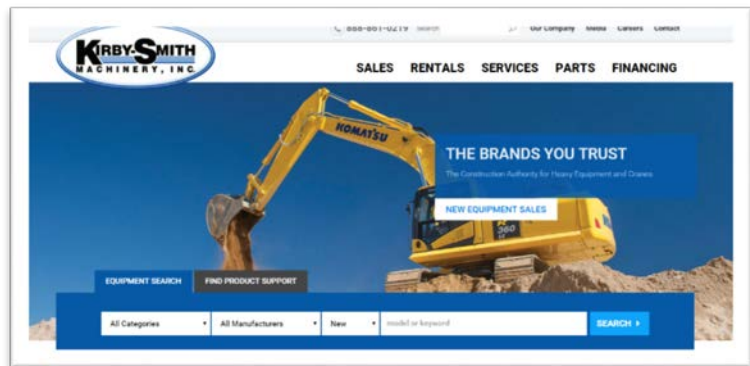
Press Release – For Immediate Release

Subject: Kirby-Smith Machinery, Inc. Launches New Website

Oklahoma City, OK, February 22, 2016- Kirby-Smith is excited to announce the release of its new commercial website. This newly redesigned website makes it quick and easy access to essential information and features a more complete understanding of the Company's vast products and services - new and used equipment, rental equipment, parts and services, and financing. The website also has a comprehensive company section with updated news and events, media information and brochures, and career opportunities.

Overall visibility, functionality, and navigation have all been significantly improved upon, creating the ultimate user-friendly experience, along with a sleek new design that has quickly captured the attention of testing groups. The website is fully responsive and automatically adapts to screen size, creating the perfect view regardless of device.

Visitors can now search for new/used equipment directly from the home page with the ability to sort by equipment category and manufacturer as well as search by key equipment words. The used equipment search has also been enhanced to include dealer owned and maintained rental fleet machines.



The site includes a machine comparison tool that allows the user to compare multiple machines to one another. Additionally, for Komatsu equipment, there is also the ability to compare against other competitive industry models. Another important feature is the ability to search for sales and product support by location, making it easier for customers and prospects to connect with the right personnel.

“Our end goal of this new website was to make it easier for our customers to find the resources and information they need. We also wanted them to be able to use the site on all types of devices from desktops, tablets to mobile phones. Everything is interactive where communication is easy and simple – data is at your fingertips,” said Jennifer Gordon, Marketing Manager at Kirby-Smith Machinery.

Kirby-Smith Machinery is committed to providing the highest quality equipment to our customers as well as providing unmatched customer service. Our Goal is to be your partner in your business and to do whatever it takes to make you successful.

Kirby-Smith's new website was designed by PixFlex Media, LLC. - an expert web-design and internet technology firm based out of Dallas, TX. PixFlex creates and revamps mission-critical websites for businesses of all sizes. *“Our overall goal was to accurately present Kirby-Smith online as who they really are – a well-established, modern, and professional organization, and one of the leading dealers in the United States. To accomplish that, we had to completely transform their website and the back-end web technologies that powered it,”* said, Timothy Nguyen, Director. *“Kirby-Smith is dedicated to bringing innovation to the equipment industry, and when you visit this website, you know exactly who they are.”*



About Kirby-Smith Machinery, Inc.

Kirby-Smith Machinery, Inc. was established in 1983 and is recognized as one of the premiere new and used heavy construction equipment and crane dealers in the country. Kirby-Smith Machinery and their hundreds of dedicated professional employees are committed to providing reliable new and used equipment for sale and equipment rentals, responsive service and equipment parts for multiple makes and models. Kirby-Smith has 10 branch locations in Oklahoma, North Texas, West Texas, Kansas, and Missouri. For more information about Kirby-Smith Machinery, call us at 888-861-0219 or visit our website at www.kirby-smith.com

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