



Somero® Opens New Year-Round Training Facility

Corporate headquarters joins Somero Sales College at new location in Fort Myers, Florida

August, 2008 Fort Myers, Fla. —The training is value-added and so is the new Florida location. Somero Enterprises, Inc. has just opened its new equipment training and Somero Sales College location in beautiful Fort Myers, Florida—home to good weather all year long. In addition to moving its training facility from Upper Michigan, the Somero has re-located its Executive office from its original home in Jaffrey, New Hampshire, to share the renovated building in Florida. The Corporate Headquarters, manufacturing plant and majority of customer service personnel will remain in Houghton, Michigan.

“With the training located in Florida, we can now offer year-round classes to our customers who come from all over the world,” said CEO Jack Cooney. “Combining our executive offices with the equipment training, Somero Sales College and select customer support personnel also enables senior management to interact with customers and sales people from around the world.”

The 25,000 square-foot building with state-of-the-art training center is just minutes from the Southwest Florida International Airport that serves a dozen airlines, making it much easier for customers and sales representatives to come to the facility. Somero offers training on its Laser Screed® equipment to all of its customers—*free* within the first year of purchase. The intensive three-day training ensures that the operator is comfortable running the machine, learns how to plan and coordinate concrete placements, understands the main systems of the machine and can easily troubleshoot potential problems. The first training class at the new facility is scheduled to begin August 5, 2008.

“The rigorous hands-on session at the end of the training guarantees that when the operator leaves, he or she knows how the machine works and is prepared to successfully troubleshoot almost anything that may arise at the jobsite,” said Cooney. In addition to its dedicated global support line for customer service calls 24/7, Somero also maintains an “Ask an Expert” feature on its Website.

The Somero Sales College is an on-going curriculum designed especially for the Somero sales force that supports, educates and enhances their success in meeting customer needs.

Somero Enterprises, Inc.®, sells and markets its equipment in over 50 countries including Russia, China and the Middle East, with customers in every time zone around the globe. Its SXP™ Laser Screed® and CopperHead® XD™ Laser Screed® are now specified in the construction of warehouses, retail centers, ice rinks and other commercial construction projects that require extremely flat concrete slab floors. With executive offices in Florida, USA, Somero operates a manufacturing facility in Michigan, USA, and an international sales and service office in Chesterfield, England, answering customer service calls 24/7 on a dedicated global support line. Somero is listed on the Alternative Investment Market (AIM) on the London Stock Exchange (SOM.L.) For more information please visit www.somero.com

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