



PRESS RELEASE

DATE: Thursday, March 11, 2004

C.W. Williams & Co., Inc. is pleased to announce the appointment of Mr. Mark Williams to the position of V.P. Corporate Services. This new position within the Company will be tasked with managing and growing the Company's existing Apparatus Service offering, developing new services to offer customers, and ensuring a high level of customer service and satisfaction throughout the organization.

In accepting the position Williams stated that "the level of service a company offers is paramount. As a full service Dealership offering the best products and services in our marketplace, C.W. Williams & Co. has created a winning combination that truly differentiates itself from the competition. We will continue to build our services and levels of customer satisfaction and have a passion for ensuring our customers have the best possible experience when dealing with our Company."

Originally from San Antonio, TX, Williams attended Texas Tech University where he majored in Business Administration and was a three-year letterman on the golf team. After some time as a Golf Professional, Mark took a position as a sales representative for a distributorship that sold golf course maintenance equipment and Golf Carts. He later spent eight years in positions such as Business Development Manager and National Accounts Manager for the Jacobsen Division of Textron. Mark got back into distribution as an owner of golf equipment related companies in Texas and Hawaii.

Williams' introduction to the Fire Service came as a result of having worked for Harold Pinto while at Textron. Pinto is currently the President of E-One. He and Williams teamed again to set up a new E-One Sales and Service Dealership on the West Coast. The position at C.W. Williams allows Williams to continue his focus on the Fire Service, make good use of his many talents and experiences and at the same time be closer to family now residing in the Greenville, SC area.

While introducing Mr. Williams to Company employees, C.W. Williams President and co-owner Jim Edwards stated that he had dreamed of this day. "We are fortunate to have the opportunity to have people like Mark Williams and Dean Allred, VP Sale & Marketing join our Company. Together they will help ownership guide and grow the Company while maintaining our principles of commitment to customers, employees and vendor partners. We are prepared to meet the challenges and opportunities that lay before us."

For more information about C.W. Williams call 1-800-277-3471 or contact us by e-mail at info@cwwilliams.com.