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THE BOSS Snowplow Unveils New UTV Plows to Meet Demand from Off-Road Vehicle Owners

IRON MOUNTAIN, Mich. (June 22, 2010) — THE BOSS Snowplow, a company known for pushing the edge of innovation on products for snow removal, unveils two new professional-grade plows designed especially for the UTV market. THE BOSS UTV plows feature many of the same Smart Technology and hydraulic systems and other quality enhancements found on full-size BOSS plows, making snow removal easier, faster and more efficient for today's rugged off-road vehicles.

Available in two models, the 6'6" Power-V XT and the 6' Poly Straight-Blade Snowplow, the new UTV plows from THE BOSS can easily tackle projects for the home or job site, giving UTV owners the flexibility to reach areas where traditional plows cannot go due to space limitations or rough terrain.

"Our introduction of the new BOSS UTV plows represents a natural next step for THE BOSS, and meets a growing need in the marketplace as homeowners and professionals demand high-performance plow attachments matching the quality of their off-road vehicles," explains Mark Klossner, marketing manager for THE BOSS Snowplow. "That is why our engineers designed these UTV plows to be ultra tough and easy-to-use just like our full-size BOSS plows."

The popularity of UTVs for homeowners and professionals has boomed in recent years, due in large part to their versatility and wide-ranging uses for recreational and work-site applications. Currently, THE BOSS UTV plows are designed to fit an expanding array of leading UTV brands including Polaris, Kubota, John Deere and Kawasaki, with more

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brands to be added in the future.

THE BOSS UTV plows feature a High-Performance, Fully-Hydraulic System offering the highest blade lift height available for unmatched snow stacking capability, making it easier to move back snow piles as the winter wears on. The hydraulic pumps are fully enclosed to protect against corrosion and hydraulic freeze-up for unmatched durability. Operation of the hydraulic and electrical system is done with the touch of a button from inside the cab, making lifting, lowering and angling the snowplow fast and easy.

A unique Sloped-Profile Undercarriage does not hinder ground clearance or inhibit trail riding when the snowplow is detached, a feature which was unanimously desired by BOSS marketing research respondents.

In addition to developing its first snowplows for the UTV market, THE BOSS adapted its proven Smart Technology systems to provide UTV users with improved plow durability and performance. The optional SmartHitch 2[®] Attachment System provides owners and operators with the ability to attach and detach the plow in seconds. A simple and quick attachment means users spend more time plowing and less time getting ready to plow. SmartTouch2[®] Controls are designed for easy right- or left-hand use, and can be removed and used with several different mounting options. What's more, every BOSS plow is protected by the corrosion-resistant, powder-coat-paint SmartShield system featuring THE BOSS' exclusive zinc primer.

Since 1985 THE BOSS Snowplow has made snowplowing efficient and easy with innovative products that set new industry standards for quality, reliability, craftsmanship and performance. All BOSS Snowplows are designed, built and put to the ultimate performance test in Michigan's rugged Upper Peninsula where winters — and deep snow — are a way of life.

THE BOSS snow-removal products and accessories are manufactured in an approved ISO 9001:2008 registered facility and are available to professionals and homeowners through the company's nationwide network of distributors. For more information on THE BOSS Snowplow and the full line of BOSS accessories, call 800-286-4155 or visit the company's Web site at www.bossplow.com.

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