



INNOVATION IN MOBILITY™

RICON CORP.
FOR IMMEDIATE RELEASE

October 7, 2004

Ricon Corp. Names Kevin Trudeau as New Vice President of Sales

(Panorama City, CA, October 7, 2004) Ricon Corp., today announced the appointment of Kevin Trudeau as Vice President of Commercial Dealer and OEM Sales. Reporting directly to William Baldwin, Ricon President and CEO, Trudeau will succeed Oscar Pardinias, who has been named Vice President of Transit Sales Worldwide.

Mr. Trudeau will be responsible for driving the growth of Ricon's commercial dealer network and OEM sales and service business within North America, including managing Ricon's direct sales force and relationships with Ricon's extensive dealer and distribution partners. He brings significant experience in growing the accessibility market and his charter will be to accelerate Ricon's growth as the leading provider of accessibility solutions for the school bus, paratransit and light commercial transportation industries.

"Kevin possesses the right blend of experience to move Ricon to the next level in dealer networking and management," said William Baldwin, President and CEO. "He has a proven track record transitioning a company from a single platform product business in a narrow market segment to a multi-platform, multi-channel company. We expect that Kevin will be able to make a real connection with our customers."

"The opportunity that Ricon has to grow its business in the developing transportation world is simply tremendous," said Trudeau. "The company is positioned to bring new products and designs to the service provider market and I look forward to driving new revenue opportunities for Ricon as well as for our dealer partners throughout North America."

Prior to joining Ricon, Mr. Trudeau was Western Regional Sales Manager for The Braun Corporation and has also served in a sales management role with Ehob Inc. Home Medical Care Products.

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ABOUT RICON CORP.

Headquartered in Los Angeles, Ricon has over 32 years of experience in the design, manufacture, and installation of wheelchair lifts and ramps for personal, commercial, and heavy transit vehicles. Operating from a modern, 225,000 square foot facility, Ricon is the largest manufacturer of its kind in the world.

Note: Ricon is a registered trademark of Ricon Corp. All other brands and products referenced herein are the trademarks or registered trademarks of their respective holders. For additional information, please visit www.riconcorp.com or call toll free at 1-800-322-2884.