



My Little Salesman Truck & Trailer™ Releases Digital Edition

Eugene, OR, June 25, 2007 --(PR.com)-- MLS, Inc. has announced the launch of a digital edition of "My Little Salesman" Truck & Trailer Catalog. The digital edition is an exact online replica of the print version of the catalog. It furnishes interactive tools for online buyers to locate trucks and equipment, and to contact sellers. The company selected the technology and services of Texterity, Inc. to create the digital edition.

"Expanding the market for our print advertisers is what inspired us to publish a Web edition," said national sales manager Bernie Molinski. "We want to make it easy for Internet buyers to find the equipment they're looking for from our advertisers. Our vision is to expand the distribution of the MLS Truck & Trailer Catalog to a worldwide, online audience actively looking to buy and sell trucks and equipment."

Response to the digital edition has been universally positive, according to Publisher Kim Welsh. "From an online buyer's perspective, interactive tools are one of the keys to good customer service," she said. "Our [digital edition](#) allows buyers to search by keyword, to download a page or the entire publication for offline viewing, to e-mail a page to a friend or colleague. And, it's free of charge, available to anyone with a Web browser and an Internet connection. There is no software to install or plug-ins to download. It couldn't be simpler."

Welsh further explained that sellers like the duplication of the look and feel of their ads in the digital medium. "We've got some of the best graphic artists in the classified ad industry, and we work with each of our advertisers to create a unique presence in the MLS Truck & Trailer Catalog. When we position that exact printed piece in an online environment, we translate that same presence into a unique online identity."

About "My Little Salesman" Truck & Trailer Catalog

MLS, Inc., located in Eugene, Oregon, publishes "My Little Salesman" Truck & Trailer Catalog and "My Little Salesman" Heavy Equipment Catalog. Founded in 1958 with a single print publication, MLS, Inc. now serves the heavy construction, aggregate and mining, forestry and logging, and agricultural industries with a multi-channel network of print publications, Web sites, and digital editions that connect buyers and sellers throughout the world. The digital edition is available at MyLittleSalesman.com.

About Texterity, Inc.

Texterity, located in Southborough, Massachusetts, is a leading provider of complete digital magazine publishing solutions. Texterity's Published Web Format (PWF) enables subscribers to view magazines with any standard Internet browser. No plug-ins or software downloads are required. Texterity's digital publishing solution enables publishers to increase reach, impact and revenues through its value-added marketing and circulation-building programs.

###



Contact Information:

MLS Inc

Kim Welsh

541-341-4650

news@mlsinc.com

<http://www.mylittlesalesman.com>

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/42940>