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**THE HISTORY CHANNEL'S TOP-RATED DOCUDRAMA, ICE ROAD TRUCKERS, IN SPONSORSHIP TO PROVIDE DRIVERS WITH TOP-OF-THE- LINE EQUIPMENT**

*Kinedyne Corporation continues relationship with popular series; second season premieres June 8*

*Hugh "The Polar Bear" Rowland and team to again use products from leader in cargo control products*

BRANCHBURG, NJ (June 3, 2008) – Despite some of the world's most hazardous road conditions, the *Ice Road Truckers* will still have their cargo under control.

The producers of *The History Channel's* all-time most popular program have once again selected industry-leader Kinedyne Corporation ([www.kinedyne.com](http://www.kinedyne.com)) as exclusive supplier of cargo control products to *Ice Road Truckers*. As in the first season, Hugh "The Polar Bear" Rowland and other lead drivers will have full access to Kinedyne's state-of-the-art equipment. The acclaimed series' 13-episode second season premieres this Sunday, June 8, at 9 p.m. (EDT).

This year, viewers will follow Rowland – along with Rick Yemm, Alex Debogorski, and Drew Sherwood -- as they travel the Tuktoyaktuk Winter Road in Canada's Northwest Territories, approximately 100 miles north of the Arctic Circle. Truckers and their rigs will be outfitted exclusively with Kinedyne's cargo control equipment, including transport chains, winch bars, and cargo straps. Fans of the series will once again see the dramatic "Dash for the Cash," as drivers maneuver along the treacherous ice roads.

Kinedyne's products were utilized during the inaugural season of *Ice Road Truckers*, based on the brand's reputation for quality and performance. During this first season, Rowland and his team motored from Yellowknife, NWT through the winding Tibbitt and Contwoyto winter roads to bring supplies for several remote Canadian mine camps, including De Beers Snap Lake Diamond Mine, Colomac Mine, Tundra Mine,

(more)

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and Ekati Diamond Mines. The second season will focus on delivery of supplies to oil drilling sites in the Inuvik region, along the rugged Arctic coast.

Kinedyne's extensive line of cargo control products are designed to minimize the dangers associated with load securement. The Branchburg, NJ-based company has been active in the Web Sling and Tie-Down Association and its efforts to work with government and private entities to develop effective cargo securement standards. Through an ongoing commitment to research and development, it continues to develop products that reduce driver injury and insures the safety of others on the highway.

Celebrating its 40<sup>th</sup> anniversary, Kinedyne offers truck operators the most complete line of products, for use in all types of conditions ... even at sixty degrees below zero.

*(NOTE TO EDITORS – Related high-resolution images, with accompanying captions, are available by accessing any of the following links:*

<http://picasaweb.google.com/SUCCESSCOMGROUP/KinedyneIceRoadTruckers>,  
<http://tinyurl.com/6gv2sh>, <http://tinyurl.com/5g9y6v>)

### **About Kinedyne Corporation**

Kinedyne Corporation manufactures and distributes products for the cargo control industry. Its primary sales focus is on the Heavy Duty Trucking industry serviced exclusively through an established Aftermarket Parts Distributor network. Its End User base includes OEM's and Fleet Operators ranging in size from small independents up to multinational companies.

During the course of four decades, Kinedyne has evolved from a single facility in central New Jersey – with two employees – to an international organization with facilities in four different countries. As a vertically integrated manufacturer, Kinedyne's capabilities include synthetic web production, roll forming, powder coating, and fabrication of strap assemblies. Kinedyne Corporation is the parent company for a worldwide operations group that includes Kinedyne Canada Ltd. (Canada) and Kinedyne Ltd. (China), and an affiliation with Sistemas Kinedyne, S.A. (Mexico).

Kinedyne is recognized as the market share leader in its core market segment. Additional markets for the company's products include Commercial Trailers, Farm & Agricultural Supply, Moving & Storage, Recreational Vehicle Tie-Downs and many other markets. The company's product line includes items for both Flatbed and Interior Van fleet operators. Its efforts in Engineering, Quality and Product Development have contributed to a product offering of more than 5,000 items, including several patented products.

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