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Nationwide Little Giant Ladder Giveaway on Facebook Celebrates 40 Years of Innovation

Little Giant Xtreme™ Multi-Use Ladder Infomercial Airs Nationally

Springville, Utah, September 14, 2011 – The new Little Giant Xtreme™ multi-use ladder – the safest, strongest and most versatile ladder in the world – is now available for purchase through a nationally televised infomercial or online at <http://www.LittleGiantXtreme.com>. Little Giant Ladder Systems is offering its Facebook fans a chance to [win the new Little Giant Xtreme](#) multi-use ladder.

To celebrate 40 years of innovative engineering, Little Giant will give away 40 Little Giant Xtreme ladders, the company's new flagship product. The online offer is available to Facebook members who ['Like'](#) the Little Giant Ladder Systems page, which enables entry into the free drawing for one of 40 Little Giant Xtreme ladders.

Enter to win the Little Giant Xtreme multi-use ladder giveaway at:
www.facebook.com/LittleGiantLadders.

"Forty years ago my family introduced the world to the original Little Giant Ladder, the world's first articulating ladder," said Hal Wing, Chairman and Founder. "Today, Little Giant Ladder Systems is making history again with the launch of the Little Giant Xtreme infomercial. Everyone should own a ladder as safe, versatile and strong as this one, and now they can."

The captivating 28.5-minute infomercial visually demonstrates how easy it is to handle and adjust the lightweight Little Giant Xtreme for projects around the house or on the job. With all of the functionality of the original Little Giant Ladder, the Little Giant Xtreme incorporates several new patented features:

- **Comfort Step™**: Offers full foot support for unmatched security at the top of the ladder—feels like standing on the ground.
- **AirDeck™ Safety Handrail and Magnetized Work Tray**: Provides the added security of something to hold on to at the top of the ladder and a place to put all your tools.
- **Rock Locks™**: Enables easy independent adjustment of ladder leg heights.
- **Tip & Glide Wheels™**: Makes handling and moving the ladder easier than ever.
- **Aerospace-Grade Alloy**: Creates a lightweight safe ladder—the only ladder licensed to use this proprietary aerospace-grade aluminum alloy.

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“The Little Giant Xtreme is the pinnacle of our product line—it is the finest ladder we’ve ever built, and I believe it is the finest ladder in the world,” said Ryan Moss, CEO. “The infomercial format is the best way to show the world what they can do with the Little Giant Xtreme. Little Giant fans have the chance to be part of our biggest product launch ever.”

Additional Resources:

- Facebook: www.facebook.com/LittleGiantLadders
- Twitter: www.twitter.com/realLittleGiant
- Video: www.youtube.com/LittleGiantLadders
- FAQs: www.littlegiantxtremefb.com
- Giveaway Rules and Exclusions: www.facebook.com/LittleGiantLadders

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About Little Giant Ladder Systems:

Little Giant Ladder Systems, Inc. manufactures and distributes superior-quality climbing products to discerning homeowners and professionals throughout the world. The company’s growing family of consumer brands includes Little Giant Ladders®, Little Giant Xtreme™, SumoStance™, Select Step™, Lunar™ and MicroBurst™.

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