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PRESS RELEASE

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## **Little Giant Xtreme™ Multi-Use Ladders Given to Facebook Fans Submitting “Scariest Ladder Stories”**

### **National Safety Month Championed by Little Giant Ladder Systems® with Safest, Strongest, Most Versatile Ladder in the World**

**Springville, Utah, October 20, 2011** – Little Giant Ladder Systems® is championing National Safety Month with the launch of the new Little Giant Xtreme Multi-Use Ladder – the safest, strongest, most versatile ladder in the world ([www.LittleGiantXtreme.com](http://www.LittleGiantXtreme.com)). To help bring awareness of how to prevent ladder-related injuries, Little Giant Ladder Systems invites its Facebook fans to submit their “scariest experience while using a traditional, ordinary ladder” for two chances to win the Little Giant Xtreme Multi-Use Ladder.

The U.S. leads the world in reported ladder deaths. The American Ladder Institute claims more than 300 deaths occur each year, or close to one ladder fatality per day. The U.S. Consumer Product Safety Commission reports that approximately 164,000 people are treated annually in hospital emergency rooms, doctors’ offices, clinics and other medical settings because of ladder-related injuries.

“The goals and focus of National Safety Month go hand-in-hand with our top priority at Little Giant Ladder Systems – developing innovative climbing products that keep people safe,” said H. Arthur Wing, President. “The new Little Giant Xtreme is the flagship of our entire product line and is the finest ladder in the world because it sets new standards for ladder safety and versatility in the industry. Everyone should own a ladder as safe, versatile and strong as this one, and now they can.”

**View a 3-minute video of the Little Giant Xtreme ladder at: [www.LittleGiantXtreme.com](http://www.LittleGiantXtreme.com)**

For over three decades, Little Giant Ladder Systems has created extraordinary, innovative ladders specifically engineered with customer safety as the highest priority. Most injuries that occur on ladders are due to using old, ordinary, and unsafe ladders. In celebration of National Safety Month, with a focus on demonstrating the vital importance of using the safest ladders possible, Little Giant Ladder Systems is presenting an online offer to its Facebook fans who post their “scariest experience while using a traditional, ordinary ladder” on the [Little Giant Facebook wall](#).

Two winners will be announced on Halloween, October 31. Authors of the story receiving the highest number of ‘Likes’ from Facebook fans, and a story chosen by Little Giant employees, will each receive a Little Giant Xtreme.

**Submit your scariest ladder story at: [www.facebook.com/LittleGiantLadders](http://www.facebook.com/LittleGiantLadders)**

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“We’re proud to celebrate new safety benchmarks for the entire ladder industry during National Safety Month,” said Ryan Moss, CEO of Little Giant Ladder Systems and board member of the American Ladder Institute. “For over three decades, Little Giant Ladder Systems has been the consistent leader in ladder innovation and safety, always pushing the boundaries of traditional ladder design and meeting or exceeding all OSHA and ANSI standards. The one-of-a-kind safety features found in the new Little Giant Xtreme will help homeowners and professionals around the globe to safely accomplish their goals.”

The Little Giant Xtreme Ladder is available for purchase through a nationally televised infomercial or online at [www.LittleGiantXtreme.com](http://www.LittleGiantXtreme.com).

### **Little Giant Ladder Resources:**

- Facebook: [www.facebook.com/LittleGiantLadders](http://www.facebook.com/LittleGiantLadders)
- Twitter: [www.twitter.com/realLittleGiant](http://www.twitter.com/realLittleGiant)
- Video: [www.youtube.com/LittleGiantLadders](http://www.youtube.com/LittleGiantLadders)
- FAQs: [www.LittleGiantXtreme.com](http://www.LittleGiantXtreme.com)
- Giveaway Rules and Exclusions: [www.facebook.com/LittleGiantLadders](http://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 and product lines include Little Giant Ladders®, Little Giant Xtreme™, SumoStance™, SelectStep™, Lunar™ and MicroBurst™.

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