

Press Release for Ox Cargo Systems

The Challenge: *To generate coverage about Ox Cargo System products in recreational and sport product magazines.*

The Solution: *Demonstrated the products' value and newsworthiness through testimonials, test results, and comparisons to other similar but inferior products.*

FOR IMMEDIATE RELEASE

Contact:
Troy Moser
Ox Cargo
865 West 39th Street
Norfolk, VA 23508
Phone: 757-423-8600
Fax: 757-423-8611
E-mail: tmoser@oxcargo.com
www.oxcargo.com

Inventor Introduces the Cadillac of Recreational Equipment Transporters

Norfolk, VA – March 24, 2004 –Norfolk-based inventor and entrepreneur Troy Moser recently unveiled the Ox Cargo Carrier, a hitch-mounted cargo-toting product, which has resulted in hundreds of purchases in the last 3 months. Viewable at www.oxcargo.com, this folding iron platform is able to securely transport athletic gear, lawn and garden supplies, luggage, and more.

Dubbed the Cadillac of cargo-toting mechanisms, the Ox has captured retailer and consumer attention for the quality, durability, and versatility Moser's test market complained leading brands did not offer.

"For years I've been asking why someone can't invent a decent product for hauling sports equipment," said John David, an avid recreational fisherman and golfer for 20 years. "Then when I saw the Ox I thought, 'Wow, someone finally did it! Someone has finally created a great product I can use for fishing and golfing.' Heck, even my wife can use it for her gardening supplies."

Created from surveyed consumers' wish lists, Moser said, he built the Ox and its accessories to serve a need not currently met in the recreational world.

"Every subject I interviewed had at least one complaint, and often several complaints, about similar products on the market today. They told me other brands they had used were awkward and inconvenient, that they were not built well and poorly planned in general, and that the finishes chipped easily—quickly turning the product into an eyesore. Everything about the Ox's design and functionality was based on what other companies were doing wrong or weren't doing at all," said Moser, a product developer for more than 20 years.

Each product in the Ox Cargo line, from the cargo carrier itself, to the weather-all bag, to the fishing rod rack, can be used in conjunction with or separate from their counterparts.

Ox Cargo Product Stats

The Ox

VS.

The Others

Weighs 54 pounds
Measures 50" x 23" x 1.5"
Constructed from iron
Coated using a 7-step phosphate powder to prevent chipping
Five-year warranty on parts and labor
Professional grade welded joints
Multiple tie-down points for securing large loads
Engineered to prevent warping, no matter how uneven the load
Mesh bottom made from iron
Folds up for easy storage
Second hitch for additional attachments

Weighs ___ pounds
Covers most vehicle's taillights
Constructed from steel
Coated with paint
One-year or no warranty
Low-grade welded joints
No tie-down points
No warping prevention
Mesh bottom made from steel
Remains locked in a fixed position
No second hitch

Weather-All Bag

Measures 50" x 23"
Can be mounted on the Ox Cargo Carrier
16 tie-down points for securing the bag
Waterproof
Zippered
Made from Herculite Advantage 18 material, 1000 Denier
Bag trim is Dupont Cordura Plus
Rip and tear resistant
Stores coolers, equipment, and more
Lockable with room for up to four padlocks
Folds down to 3 inches height for easy storage on or off the Ox Cargo Carrier

Fishing Rod Rack

Stainless steel
Hitch-mounted (can be mounted to a vehicle or to the Ox Cargo Carrier's hitch)
Room for 8 fishing rods
Each holder is padded with heavy -duty rubber to prevent damage
Each holder is lockable to prevent theft
Entire unit tilts away to provide easy access to trunk space

The author of five science tutorial books, Moser has helped design engines, weapons platforms, joint biological detection systems, medical and surgical instruments, military special forces equipment, armor plating for military vehicles, and more. Moser also won the ISR Review Award, an award for his role in a weapons platform project design and implementation.

For more information on this product or to learn more about how you can become a dealer, please contact Troy Moser by phone, fax, or e-mail:

Phone: 757-423-8600

Fax: 757-423-8611

E-mail: tmoser@oxcargo.com

###