



## Essex Rental Corp. to Present Second Quarter Operating Results and Conference Call

BUFFALO GROVE, Ill., Jul 21, 2010 (BUSINESS WIRE) -- Essex Rental Corp. (NASDAQ: ESSX; ESSXW; ESSXU) (together with its subsidiaries, "Essex" or "the Company") today announced that it will issue second quarter 2010 unaudited operating results for Essex and its wholly owned subsidiaries, including Essex Crane Rental Corp. ("Essex Crane"), on Thursday, July 29, 2010 after the stock market closes.

Ron Schad, President and CEO of Essex, and Marty Kroll, CFO of Essex, will conduct a conference call to discuss the operating results at 9:00 a.m. ET on Friday, July 30, 2010. Interested parties may participate in the call by dialing 800-585-5263. Please call in 10 minutes before the call is scheduled to begin, and ask for the Essex Rental Corp. call (conference ID# 86719830).

The conference call will also be webcast live via the Investor Relations section ("Events and Presentations") of the Essex Rental Corp. website at [www.essexcrane.com](http://www.essexcrane.com). To listen to the live call, please go to the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

### **About Essex Rental Corp.**

Headquartered outside of Chicago, Essex, through its subsidiary, Essex Crane Rental Corp., is one of North America's largest providers of lattice-boom crawler crane and attachment rental services. With over 350 cranes and attachments in its fleet, Essex supplies cranes for construction projects related to power generation, petro-chemical, refineries, water treatment and purification, bridges, highways, hospitals, shipbuilding, offshore oil fabrication and industrial plants, and commercial construction.

Some of the statements in this press release and other written and oral statements made from time to time by the Company and its representatives are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements include statements regarding the intent and belief or current expectations of Essex and its management team and may be identified by the use of words like "anticipate", "believe", "estimate", "expect", "intend", "may", "plan", "will", "should", "seek", the negative of these terms or other comparable terminology. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those projected in the forward-looking statements. Important factors that could cause actual results to differ materially from Essex's expectations include, without limitation, the continued ability of Essex to successfully execute its business plan, the possibility of a change in demand for the products and services that Essex provides (through its subsidiary, Essex Crane), intense competition which may require us to lower prices or offer more favorable terms of sale, our reliance on third party suppliers, our indebtedness which could limit our operational and financial flexibility, global economic factors including interest rates, general economic conditions, geopolitical events and regulatory changes, our dependence on our management team and key personnel, as well as other relevant risks detailed in our Annual Report on Form 10-K filed with the Securities and Exchange Commission and available on our website, [www.essexcrane.com](http://www.essexcrane.com). The factors listed here are not exhaustive. Many of these uncertainties and risks are difficult to predict and beyond management's control. Forward-looking statements are not guarantees of future performance, results or events. Essex assumes no obligation to update or supplement forward-looking information in this press release whether to reflect changed assumptions, the occurrence of unanticipated events or changes in future operating results or financial conditions, or otherwise.

SOURCE: Essex Rental Corp.

#### **Essex Rental Corp.**

Martin Kroll, 847-215-6502

Chief Financial Officer

[mkroll@essexcrane.com](mailto:mkroll@essexcrane.com)

or

#### **Investor Relations:**

**The Equity Group Inc.**

Melissa Dixon, 212-836-9613

Senior Account Executive

[mdixon@equityny.com](mailto:mdixon@equityny.com)

Devin Sullivan, 212-836-9608

Senior Vice President

[dsullivan@equityny.com](mailto:dsullivan@equityny.com)

Copyright Business Wire 2010