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KPA, NAEDA FORM STRATEGIC ALLIANCE

Lafayette, CO (February 24, 2010) – KPA, a leading provider of environmental, health, safety, HR compliance, and risk management software and services, has formed a strategic alliance with The North American Equipment Dealers Association (NAEDA).

Under terms of the agreement, NAEDA will promote up to at least two KPA webinars per month and feature compliance information in the association's magazine, *NAEDA Equipment Dealer*. The agreement also calls for KPA to provide the association with a compliance tip of the month that will be featured on a micro site designed by KPA. Visit www.kpaonline.com/naeda to learn more about KPA and review the schedule of upcoming free dealer seminars.

"We're excited about the benefits of this partnership," says Paul Kindinger, president/CEO, NAEDA. "NAEDA joins two of its affiliated dealer associations that have agreements with KPA to provide their members with information about best practices related to environmental regulations and health, safety, HR and risk management. We encourage dealers to visit KPA online and learn more about its services."

The Far West Equipment Dealers Association and Mississippi Valley Equipment Association are the two NAEDA-affiliated associations that endorse KPA.

"Over 3,000 clients rely on KPA for their risk management to attain compliance with state and federal law, and save costs associated with accidents, fines, civil actions, and litigation," adds Vane Clayton, CEO, KPA. "We are excited about NAEDA's endorsement of our services, and recognition of HR, environmental and safety best practices."

KPA is endorsed by 24 national and state trade associations.

KPA helps business owners attain compliance with state and federal law; reduce the risk of accidents, fines, civil actions, and litigation while saving costs. Over 3,000 clients trust KPA to provide the right combination of training, software, and expert advice. Endorsed by 24 national and state trade associations, KPA is the only provider of EHS and HR services and software designed for the specific requirements of dealerships, manufacturers, and automotive services companies. For more information please visit www.kpaonline.com.

NAEDA is based in Fenton, Mo. It provides educational, finance, manufacturer and government relations services, and legal assistance to more than 5,000 retail agricultural, industrial and outdoor power equipment dealers in the United States and Canada.

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