

July 15, 2008

(Binghamton, NY) Superior Ambulance Service, Inc. announces new employee safety campaign. Superior Ambulance Service, Inc. (Superior) announced today that it has taken additional steps to further enhance provider safety within the organization.

Superior now provides employees with custom designed and manufactured uniforms with reflective striping to further enhance the visibility of the providers both during the day and during night time operations.

Superior has approved a new graphic design and materials to be applied to ambulances currently on order as well as all future vehicles to be purchased as part of the fleet rotation plans. The new graphics package includes 100% reflective striping on all sides of the vehicle. This additional visibility is further enhanced on the rear of the truck with the addition of chevrons designed to move drivers away from the back of the vehicle.

Further information may be obtained by contacting Mark Forrest, Director of Operations at (607)772-1457 during normal business hours.

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