

## FOR IMMEDIATE RELEASE

### Subsite® Electronics Announces New Products, Unique Draws At ICUEE.

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Perry, Okla., Sept. 7, 2017 –[Subsite® Electronics](http://Subsite®.Electronics), a Charles Machine Works Company, plans to give show attendees plenty of reasons to visit their booths (K375 outdoor and 2645 indoor) at this year's International Construction & Utility Equipment Exposition (ICUEE), October 3-5, in Louisville, Kentucky. Along with free product demos, the company announced they will unveil new Underground Awareness™ products, plus give booth visitors the chance to win a customized remote-controlled cooler and participate in the company's first-ever cornhole tournament.

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Subsite is holding a drawing to give away a wheeled cooler that looks like a truck, has an integrated sound system, and is remote controlled. In addition—and in contrast with their high-tech solutions—Subsite is offering old-school fun by holding a cornhole tournament throughout the show.

“We thought we’d do something a little different this year,” said Jeri Lamerton, senior marketing manager for Subsite. “Our products are very tech-driven, very serious solutions. A remote-controlled cooler and cornhole tournament seemed like a fun twist.”

Subsite will also introduce innovative new products at ICUEE. While the company is keeping the details under wraps until the show, they promise new advancements that will make HDD jobsites safer and more efficient.

In addition, this is the first major show since Subsite acquired the assets of R.S. Technical Services, Inc. (RST), an innovator in the design and manufacture of closed-circuit television remote inspection and monitoring cameras. ICUEE attendees may want to inquire about the proven camera inspection capabilities that are now a part of Subsite's robust line of Underground Awareness solutions, and stop by to see a demo of the latest RST products.

For more information on Subsite® Electronics, visit [www.subsite.com](http://www.subsite.com) or any of our social media channels – [Facebook](#), [Flickr](#), [Twitter](#), [Google+](#), [LinkedIn](#) and [YouTube](#). You can contact us at [info@subsite.com](mailto:info@subsite.com) or 800-846-2713.

#### **About Subsite® Electronics**

Subsite® Electronics, a Charles Machine Works Company, is committed to providing underground construction professionals the most comprehensive suite of electronic products in the industry, including utility locators, Horizontal Directional Drilling (HDD) guidance equipment, equipment machine controls, and closed-circuit television remote inspection and monitoring cameras and accessories. By utilizing innovative technologies, extensive market feedback and outstanding customer support, Subsite has established itself as the premier source of electronic technology to support the installation, maintenance and inspection of underground pipe and cable. For more information, visit [subsite.com](http://subsite.com).

#### **About Charles Machine Works**

Charles Machine Works is The Underground Authority – a Family of Companies delivering the most advanced equipment and solutions for underground construction and service in the world today. Our Family includes Ditch Witch®, Subsite® Electronics, HammerHead®, American Augers®, Trencor®, DW/TXS®, Radius® HDD and MTI® Equipment. Together, the Charles Machine Works Family of Companies offers the most complete line of solutions for the full life-cycle of underground pipe and cable. For more information visit [charlesmachine.works](http://charlesmachine.works).