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FOR IMMEDIATE RELEASE

Durante Rentals Wins 2015 Inner City 100 Award as one of the Fastest-Growing Inner City Businesses in the U.S.

Durante Rentals Ranks 33rd with a Five Year Growth Rate of 319%

BRONX, NY, October 20, 2015 -- The Initiative for a Competitive Inner City (ICIC) and *FORTUNE* Magazine have selected Durante Rentals to the **2015 Inner City 100**, a list of the fastest-growing inner city businesses in the U.S. The Inner City 100 program recognizes Durante Rentals as a successful inner city business and a role model for entrepreneurship, innovative business practices and job creation in America's urban communities.

In 2015, companies were ranked by revenue growth over the five-year period between 2010 and 2014. [Durante Rentals](#) ranked 33rd overall on the list of 100 with a five-year growth rate of 319 percent.

"We are extremely honored to have made this prestigious list," said President of Durante Rentals, John Durante. "Awards and accolades aside, we are genuinely proud to be helping our local citizens create better prospects for themselves, their families and the communities where they reside."

The rankings for each company were announced at the Inner City 100 Conference and Awards at the JFK Presidential Library and Museum in Boston, MA. Before the Awards celebration, winners gathered for a full-day business symposium featuring management case studies from Harvard Business School professors and interactive sessions with top CEOs.

In the last 17 years, over 800 unique companies have earned positions on the Inner City 100 list. Durante Rentals joins other successful and well-known winners including Pandora, JP Licks and Angie's List. The full list can be viewed on the [FORTUNE website](#).

The 2015 Inner City 100 winners represent a wide span of geography, hailing from 45 cities and 23 states. Collectively, the winners employ 6,168 people and have created 3,755 new jobs in the last five years. On average, over a third of their employees live in the same neighborhood as the company.

About Durante Rentals

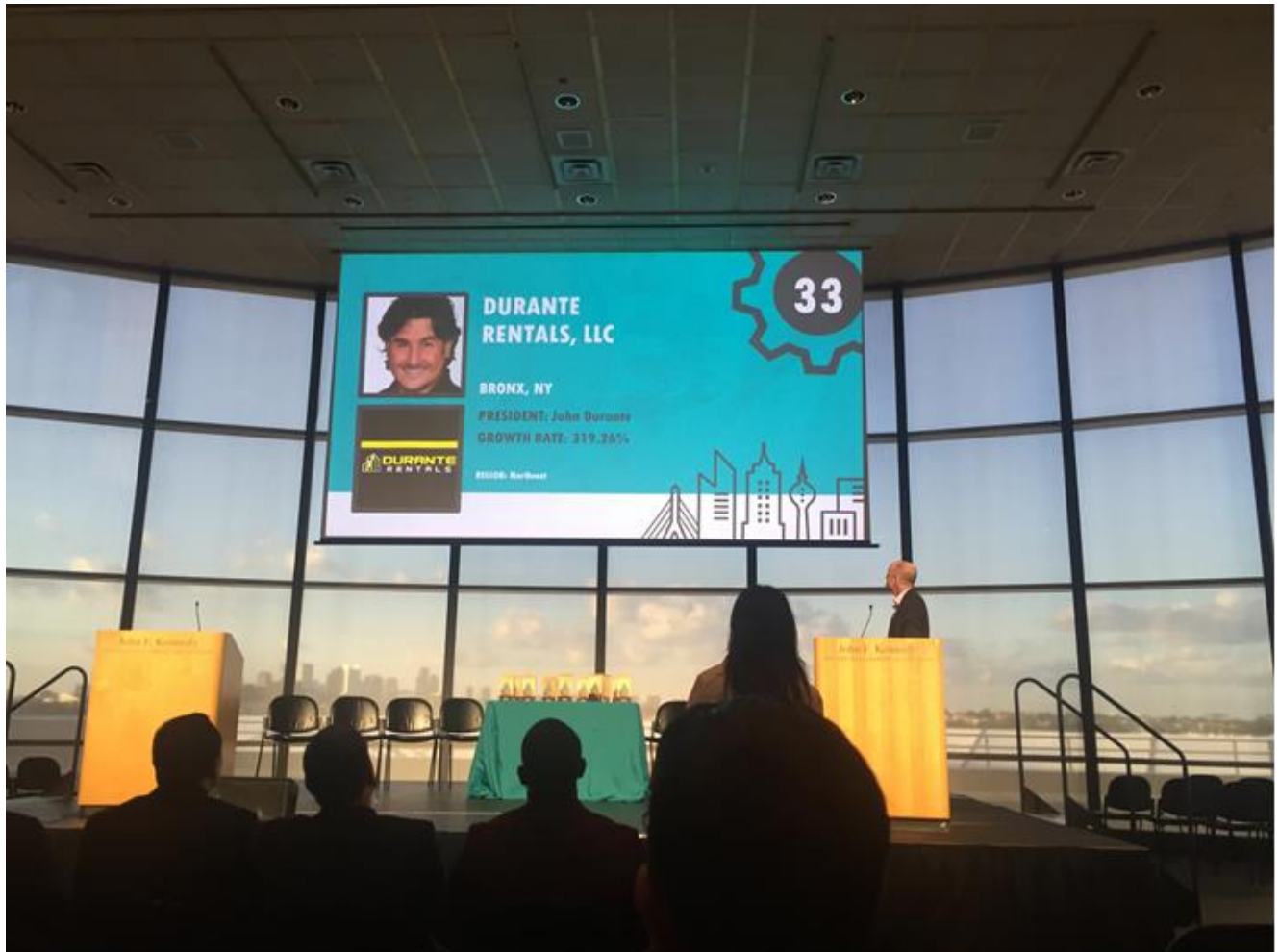
Founded in 2009 by three entrepreneurs, Durante Rentals is the most trusted name in construction equipment and tool rentals in the NY tristate area. With the core values of Speed, Convenience and Culture, general contractors look to Durante for all their equipment needs including excavators, skid steers, light towers, generators, compressors, forklifts, air tools, boom lifts and more. With four convenient locations and counting, their geographic footprint continues to expand while servicing all five boroughs of NYC, Westchester, Rockland County, Connecticut and New Jersey. For more information about Durante Rentals, visit www.DuranteRentals.com. For more information about their subdivision, New York Takeuchi, visit www.NYTakeuchi.com.

Inner City 100 Methodology

The Initiative for a Competitive Inner City (ICIC) defines inner cities as core urban areas with higher unemployment and poverty rates and lower median incomes than their surrounding metropolitan statistical areas. Every year, ICIC identifies, ranks, and spotlights the 100 fastest-growing businesses located in America's inner cities.

Initiative for a Competitive Inner City (ICIC)

ICIC is a national nonprofit founded in 1994 by Harvard Business School professor Michael E. Porter. ICIC's mission is to promote economic prosperity in America's inner cities through private sector investment that leads to jobs, income and wealth creation for local residents. Through its research on inner city economies, ICIC provides businesses, governments and investors with the most comprehensive and actionable information in the field about urban market opportunities. The organization supports urban businesses through the Inner City 100, Inner City Capital Connections and the Goldman Sachs 10,000 Small Businesses programs.



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