

FOR IMMEDIATE RELEASE

ESSEX RENTAL CORP. ADDED TO THE RUSSELL MICROCAP® INDEX

BUFFALO GROVE, IL – July 15, 2010 – **Essex Rental Corp. (Nasdaq: ESSX; ESSXW; ESSXU) ("Essex")** today announced that it has been added to the Russell Microcap® Index, following the Russell Investment Group's annual reconstitution of these indexes. Membership in the Russell Microcap® Index means automatic inclusion in the appropriate growth and value style indexes.

Ron Schad, President & CEO of Essex, stated, "We expect that being part of such an influential and widely recognized index will elevate our profile and our investor base."

Russell indexes are widely used by investment managers and institutional investors for index funds and as benchmarks for both passive and active investment strategies. An industry-leading \$3.9 trillion in assets currently are benchmarked to them. Investment managers who oversee these funds purchase shares of member stocks according to a company's weighting in the particular index. Annual reconstitution of Russell indexes captures the 4,000 largest U.S. stocks as of the end of May, ranking them by total market capitalization to create the Russell 3000® and Russell Microcap Indexes. The largest 1,000 companies in the ranking comprise the Russell 1000® while the remaining 2,000 companies become the widely used Russell 2000®. The Microcap Index measures performance of the microcap segment, and includes the smallest 1,000 companies in the Russell 2000® Index plus the next 1,000 companies.

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 and other periodic reports filed with the Securities and Exchange Commission and available on our website, 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.

CONTACT:

Essex Rental Corp.

Martin Kroll

Chief Financial Officer

(847) 215-6502 / mkroll@essexcrane.com

-OR-

INVESTOR RELATIONS:

The Equity Group Inc.

Melissa Dixon

Senior Account Executive

(212) 836-9613 / mdixon@equityny.com

Devin Sullivan

Senior Vice President

(212) 836-9608 / dsullivan@equityny.com