

**FOR IMMEDIATE RELEASE**

**ESSEX RENTAL CORP. TO RING NASDAQ CLOSING BELL  
ON JANUARY 22, 2010**

**BUFFALO GROVE, IL** – January 14, 2010 – Essex Rental Corp. (NASDAQ: ESSX; ESSXW; ESSXU) (together with its subsidiaries, “Essex” or “the Company”) today announced that Ron Schad, President and Chief Executive Officer, and Marty Kroll, Senior Vice President and Chief Financial Officer, are scheduled to ring the Nasdaq Closing Bell on Friday, January 22, 2010, at 4:00 pm ET.

In addition to being broadcast on national business television, the bell-ringing ceremony will be webcast live on Nasdaq’s website and on the Nasdaq MarketSite® Tower in New York City’s Times Square. Interested parties can go to [www.nasdaq.com/reference/marketsite\\_about.stm](http://www.nasdaq.com/reference/marketsite_about.stm), scroll to the bottom of the page and click on “MarketSite Web Cam.” Viewers must have Windows Media Player to view the web cam, and it can be downloaded at the above-referenced link.

Ron Schad commented, “Ring the Nasdaq closing bell is a tremendous honor for Essex. Our transition from the Over-the-Counter Bulletin Board to the Nasdaq earlier this week is an essential part of our overall growth strategy and marks an important milestone for Essex since becoming a public company in October 2008. We believe that trading on Nasdaq will improve our visibility within the investment community and throughout our industry. We continue to look forward to our future with confidence.”

**About Essex Rental Corp.**

Headquartered outside of Chicago, Essex, through its subsidiary, Essex Crane, 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, petrochemical, refineries, water treatment & 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 subsequent periodic reports filed with the Securities and Exchange Commission and available on our website, [www.essexcrane.com](http://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.

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