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RUSH ENTERPRISES CONFERENCE CALL ADVISORY FOR Q3 2004 EARNINGS RESULTS

San Antonio, TX --- (Business Wire) – October 12, 2004 – Rush Enterprises Inc., (**Nasdaq: RUSHA & RUSHB**), whose continuing operations include the largest network of Peterbilt heavy-duty truck dealerships in North America and a John Deere construction equipment dealership in Texas, will hold its quarterly conference call to discuss third quarter earnings on Wednesday, October 20, 2004 at 10 a.m. EST/ 9 a.m. CST.

Earnings will be reported on Tuesday, October 19th, 2004 after close of market.

Listen to the live conference call on Wednesday, October 20th, 2004 at 10 a.m. EST/ 9 a.m. CST.

US: **800.901.5247**
International: **617.786.4501**
Passcode: **38844206**

The conference call, featuring Chief Executive Officer Marvin Rush, President and Chief Operating Officer Rusty Rush and Senior Vice President and Chief Financial Officer Martin Naegelin, can be accessed live via the Internet at www.rushenterprises.com ('Events') section, www.fulldisclosure.com or www.streetevents.com.

For those who cannot listen to the live broadcast, the Webcast and audio replay will be available until November 3, by dialing **888.286.8010 (US)** or **617.801.6888 (International)** and entering the **passcode 22680968**.

About Rush Enterprises

Rush Enterprises operates the largest network of Peterbilt heavy-duty truck dealerships in North America and a John Deere construction equipment dealership in Houston, Texas. Its current operations include a network of dealerships located in Texas, California, Oklahoma, Colorado, Arizona, New Mexico, Alabama and Florida. These dealerships provide an integrated, one-stop source for the retail sale of new and used heavy-duty and medium-duty trucks and construction equipment; aftermarket parts, service and body shop equipment sales, insurance products and leasing and rentals.

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