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RUSH ENTERPRISES CONFERENCE CALL ADVISORY FOR Q2 2004 EARNINGS RESULTS

San Antonio, TX --- (Business Wire) – July 13, 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 second quarter earnings on Wednesday, July 21st 2004 at 10 a.m. EST/ 9 a.m. CST.

Earnings will be reported on Tuesday, July 20th 2004 close of market.

Listen to the live conference call on Wednesday, July 21st 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 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 August 4, by dialing **888.286.8010 (US)** or **617.801.6888 (International)** and entering the **passcode 26410412**.

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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