



Rush Enterprises Acquires Ford and Isuzu Franchise in Dallas

SAN ANTONIO, Nov. 4, 2010 (GLOBE NEWSWIRE) -- Rush Enterprises, Inc. (Nasdaq:RUSHA) (Nasdaq:RUSHB), which operates the largest network of commercial vehicle dealerships in North America, announced today that it has acquired certain assets of Metro Ford Truck Sales, Inc., a Ford and Isuzu commercial truck dealer in Dallas, Texas. Rush will operate this newly acquired location as Rush Truck Center — Dallas Medium Duty, offering Ford and Isuzu trucks, parts and service as well as collision repair, leasing, financing and insurance. The purchase price for this acquisition was approximately \$5.6 million, which was paid in cash.

"We remain committed to growing our commercial and medium-duty truck business across the country and are excited to add our third Ford truck franchise and 12th Isuzu truck franchise," said W. M. "Rusty" Rush, President and CEO of Rush Enterprises, Inc. "Equally important, we are pleased to add another dealership to our 14-state contiguous network."

The newly acquired dealership is Rush Truck Centers' second medium-duty truck dealership and fourth dealership in the Dallas/Fort Worth metroplex. Rush also has Ford truck franchises in Colorado and Oklahoma and Isuzu franchises in California, Colorado, Florida, Georgia, North Carolina, Oklahoma and Texas.

About Rush Enterprises, Inc.

Rush Enterprises, Inc. owns and operates the largest network of commercial vehicle dealerships in North America, representing truck and bus manufacturers including Peterbilt, International, Hino, Isuzu, Ford, Mitsubishi, UD, Blue Bird, IC, Diamond and Elkhart. The Company's dealerships are strategically located in high traffic areas on or near major highways in 14 states throughout the southern and western United States. These one-stop dealerships offer an integrated approach to meeting customer needs -- from sales of new and used vehicles and equipment to aftermarket parts, service and body shop operations plus a wide array of financial services, including financing, insurance, leasing and rental. For more information, please visit www.rushenterprises.com.

The Rush Enterprises, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=3352>

CONTACT: Rush Enterprises Inc., San Antonio

Steven L. Keller

830-626-5226

kellers@rushenterprises.com

Karen S. Konecny

830-626-5102

konecnyk@rushenterprises.com

