



Rush Enterprises, Inc. Appoints James C. Underwood to Board

SAN ANTONIO, Mar 3, 2008 (PrimeNewswire via COMTEX News Network) -- Rush Enterprises, Inc. (Nasdaq:RUSHA) (Nasdaq:RUSHB), which operates the largest network of heavy- and medium-duty truck dealerships in North America and a John Deere construction equipment dealership in Houston, Texas, announced that James C. Underwood was appointed to the Board of Directors of Rush Enterprises, Inc. on February 21, 2008.

Mr. Underwood is a career veteran of the commercial vehicle industry, having served in managerial and executive positions at GMC Truck & Coach Division, IVECO and American Isuzu Motors. In September 2000, Mr. Underwood became President and COO of General Motors Isuzu Commercial Truck, LLC, a joint venture to consolidate Isuzu and General Motors medium-duty commercial vehicle sales, service and marketing functions in the United States. Mr. Underwood served as Vice Chairman of Isuzu Commercial Truck of America, Inc. from 2007 until his retirement on February 29, 2008.

Said W. Marvin Rush, Chairman of Rush Enterprises, Inc., of the announcement, "We are very pleased that Jim Underwood will be joining the Board. His knowledge of the commercial vehicle industry and experience as an automotive dealer will be an asset to our organization."

W. M. "Rusty" Rush, President and Chief Executive Officer of Rush Enterprises, Inc., said, "We look forward to working with Jim. His extensive medium-duty truck experience combined with his ability to provide a manufacturer's perspective of various issues are critical to our ability to meet our strategic goals, particularly in the medium-duty segment."

About Rush Enterprises, Inc.

Rush Enterprises, Inc. operates the largest network of heavy-duty and medium-duty truck dealerships in North America and a John Deere construction equipment dealership in Houston, Texas. Its operations include a network of Rush Truck Centers located in Alabama, Arizona, California, Colorado, Florida, Georgia, New Mexico, Oklahoma, Tennessee and Texas. The Company has developed its Rush Truck Centers and its Rush Equipment Center as "one-stop centers" where, at one convenient location, its customers can purchase new or used trucks or construction equipment, purchase insurance products, purchase aftermarket parts and accessories and have service performed by certified technicians. For additional information on Rush Enterprises, Inc., please visit www.rushenterprises.com.

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

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