



## Rush Enterprises, Inc. Conference Call Advisory for Fourth Quarter and Year-End 2010 Earnings Results

SAN ANTONIO, Texas, Feb. 3, 2011 (GLOBE NEWSWIRE) -- Rush Enterprises Inc. (Nasdaq:RUSHA) (Nasdaq:RUSHB), which operates the largest network of commercial vehicle dealerships in North America, will host a conference call to discuss earnings for the fourth quarter and year-end of 2010 on Wednesday, February 16, 2011 at 11:00 a.m. Eastern/ 10:00 a.m. Central. Earnings will be reported after the close of market on Tuesday, February 15, 2011.

Listen to the live conference call on **Wednesday, February 16, 2011 at 11:00 a.m. Eastern/10:00 a.m. Central** by dialing one of the following telephone numbers:

**US: 877-638-4557**  
**International: 914-495-8522**

The conference call, featuring Chairman Marvin Rush; President & Chief Executive Officer Rusty Rush; Executive Vice President Martin Naegelin; and Vice President and Chief Financial Officer Steve Keller, can be accessed live via the Internet at <http://investor.rushenterprises.com/events.cfm>.

For those who cannot listen to the live broadcast, the webcast will be available on our website at the above link until April 15, 2011. Listen to the audio replay until February 23, 2011 by dialing one of the following telephone numbers:

US: 800-642-1687  
International: 706-645-9291  
Conference ID: 39861800

### About Rush Enterprises, Inc.

Rush Enterprises, Inc. owns and operates the largest network of commercial vehicle dealerships in the United States, representing truck and bus manufacturers including Peterbilt, International, Hino, Isuzu, Ford, UD, Blue Bird, IC, Diamond and Elkhart. The Company's vehicle centers 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 centers offer an integrated approach to meeting customer needs -- from sales of new and used vehicles to aftermarket parts, service and body shop operations plus a wide array of financial services, including financing, insurance, leasing and rental. Rush Enterprises' operations also provide vehicle up-fitting, chrome accessories and tires. For more information, please visit [www.rushenterprises.com](http://www.rushenterprises.com).

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

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Source: Rush Enterprises, Inc.

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