



Rush Enterprises Acquires Ford Franchise in Orlando

SAN ANTONIO, Feb. 24, 2011 (GLOBE NEWSWIRE) -- Rush Enterprises, Inc. (Nasdaq:RUSHA) (Nasdaq:RUSHB), which operates the largest network of commercial vehicle dealerships in North America, announced today that its subsidiary, Rush Truck Centers of Florida, Inc., has acquired certain assets of Heintzleman's Truck Center, a Ford truck dealer in Orlando, Florida. Rush will operate this newly acquired location as Rush Truck Center — Orlando, offering Ford trucks, parts, service, leasing, financing and insurance. The purchase price for this acquisition was approximately \$4.7 million.

"We remain committed to growing our commercial medium-duty truck business across the country and are excited to add our fourth Ford 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 the company's third dealership location in the greater Orlando area. Rush also operates Ford truck franchises in Denver, Oklahoma City and Dallas.

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



Source: Rush Enterprises, Inc.

News Provided by Acquire Media