

PRESS RELEASE

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HTAEW.com INTRODUCES NEW WEB SITE FOR FREIGHT TRAILER RETAIL SALES

Houston, TX, August 19, 2004 – HTAEW.com – (HeavyTruckandEquipmentWholesalers.com) – the first web site dedicated entirely to truck and trailer dealers and leasing companies that buy and sell wholesale between themselves – recently announced the launch of a new website – FreightTrailers.com. The new site is open to the public and is for retail sales of freight trailers. Its parent, HTAEW.com, is a dealers only listing service, connecting buyers and sellers of wholesale trucks and trailers only. Retail inventory on FreightTrailers.com will be offered by dealer members of HTAEW.com.

Says Terry Hebron, President of HTAEW.com and FreightTrailers.com, “FreightTrailers.com makes it possible for individual buyers of freight trailers to access a comprehensive database of trailers for sale, without having to jump from website to website. We have over 1,600 dealer members at HTAEW.com, of which 200 are trailer dealers, and this website has been created for them to be able to offer retail inventory to the public. This is just one more value-added feature offered at no additional cost to our members that will help them increase sales.”

Within the site, a user-friendly interface assists visitors in searching for a particular type of trailer or browsing available inventory. Searches can be conducted by region or state. Unlike other sites that require a phone call to find out the price of a trailer, FreightTrailers.com's entire inventory is priced on the site. In addition, visitors can search for a dealer within the site's extensive dealer database.

The goal of HTAEW.com is to provide premier communities for buying and selling heavy trucks and trailers and for providing access to information that will help subscribing dealers do this more quickly and efficiently. For more information on FreightTrailers.com or HTAEW.com, contact Terry Hebron, President, at 877-865-8346.

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