



News Release

FOR IMMEDIATE RELEASE

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The "Untamed Innovation" Tour comes to Jacksonville, May 15, 2009

Brahler's Truckers Supply sponsors a special exhibit highlighting new truck tire innovations that improve the environment and help truck fleets reduce total operating cost.

Jacksonville, Illinois, April 21, 2009:

"Untamed Innovation" opens on May 15, 2009 from 10:00 a.m. until 8:00 p.m. This very special exhibit takes place at Brahler's corporate center, 21 Harold Cox Drive in Jacksonville, Illinois. Admission is free to trucking industry professionals.

The centerpiece of the event is Continental Tire's "*Untamed Innovation*" 83-foot customized truck information center and classroom. The exhibit introduces Continental's new series of fuel-efficient, high-mileage truck tires, along with ContiTread™, Continental Tire's fuel-efficient truck tire retread produced in Brahler's Jacksonville facility utilizing modern ringtread technology.

Continental's EPA Smart Way Certified tires save fuel, reduce greenhouse gases, and cut trucker's total operating cost (TOC). Attendees can use the ContiCostCalculator™ to compare overall operating costs of tire brands and combinations.

Tours of Brahler's ultra-modern retreading facility will give attendees a look into today's truck tire retreading technology with emphasis on cost savings and environmental issues.

Attendees will also find show specials for fleet operators as part of Brahler's own B-SMART™ 'stimulus package.'

More information is available at www.brahlers.com and www.continentaltire.com.

Attached are photos of Continental Tire's "Untamed Innovation" touring truck exhibit.

Untamed Innovation

