



Rush Enterprises, Inc. Conference Call Advisory for Second Quarter 2010 Earnings Results

SAN ANTONIO, Jul 12, 2010 (GlobeNewswire via COMTEX News Network) -- Rush Enterprises Inc., (Nasdaq:RUSHA) (Nasdaq:RUSHB), which operates the largest network of commercial vehicle dealerships in North America and two construction equipment dealerships in Southeast Texas, will host a conference call to discuss earnings for the second quarter of 2010 on Thursday, July 22, 2010 at 11:00 a.m. Eastern/ 10:00 a.m. Central. Earnings will be reported after the close of market on Wednesday, July 21, 2010.

Listen to the live conference call on Thursday, July 22, 2010 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 October 10, 2010. Listen to the audio replay until July 28, 2010 by dialing one of the following telephone numbers:

US: 800-642-1687 International: 706-645-9291 Conference ID: 84962302

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 and two construction equipment dealerships in southeast Texas representing John Deere construction equipment. The Company's vehicle and equipment 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 and equipment 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.

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

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