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DIRECT LINE

For Immediate Release

Direct Line Returns to The Spirit Group Family of Vendors.

After a One Year Absence, Direct Line Unfolds New Program to Empower the Spirit Dealers Large and Small

Dickson, TN, February 4, 2008: Direct Line is pleased to once again be a part of The Spirit Group family of vendors. At Direct Line, we understand that in today's competitive global economy, it is important now more than ever, that we view our dealer relationships as partnerships.

That is why in addition to the quality Tennsco, L&T, Stackable, Mobile, and Rotary products Direct Line has always offered you, we remain committed to our twenty year proud tradition of being the unsurpassed industry leader in dealer support services.

My name is Kevin Miller; I am the Director of Business Development and will be your contact on all things Spirit Group related. You can contact me direct at the number and email above. I am looking forward to helping you be more successful.

Direct Line is pleased to offer its Dealers four discount programs that are based upon yearly sales.

Dealer Discount Programs (*See Also Attachments*)

- The **"T" Platinum Discount** is extended Dealers with sales in excess of \$100,000 per year.
- The **"A" Platinum Discount** is extended to Dealers with sales in excess of \$50,000, but less than \$100,000 per year.
- The **Gold Discount** is extended to Dealers with sales in excess of \$10,000, but less than \$50,000 per year.
- The **Silver Discount** is extended to Dealers with sales less than \$10,000 per year.

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Spirit Group Benefits

1. Spirit Group members will be extended the *"T" Platinum Discount* for first six months beginning on March 1st, 2008.
2. After six months, sales will be prorated to determine the yearly sales pace. At that time each Member will be placed in the appropriate discount category.
3. Dealers who lead with Direct Line products but fall short of the \$100,000 sales level may still be eligible for the *"T" Platinum Discount*.
4. For those Spirit Group Members who have continued to purchase from Direct Line on our *Prepaid Freight Discount Program*, that program will continue. The attached discount schedules outline Direct Line freight charges.
5. Direct Line will also continue to handle all freight claims on behalf of our Dealers.
6. The Spirit Group will also enjoy the following rebate program.
 - 2% Rebate on all sales less than \$2,000,000
 - 3% Rebate on all sales over \$2,000,000 retroactive back to \$1.00.
7. Buyer's Guides are available to Direct Line Dealers with sales over \$50,000 per year. For those Dealers that cannot purchase \$50,000 in equipment per year, accommodation will be made to those that want to participate. (See Attachment "B" for our current price on 2008 Buyer's Guide)

These Benefits, Discounts, and Rebates are just a part of the Direct Line commitment to The Spirit Group and all of its dealers nationwide. However, the hallmark of Direct Line services has always been Dealer support in areas of marketing materials, estimating, and job design specifications. Direct Line believes that such value-added services level the playing field for its dealers who can then commit more time to sales. Direct Line is proud; once again, to partner with The Spirit Group, saving dealers, small and large, more on their bottom line than what any competitor can match in material discounts alone.

Kevin Miller

Director of Business Development

