



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

Air Lift Company featuring WirelessAIR™ to premiere on Speed™ TV's "Truck U" Show

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LANSING, MI • August 4, 2010 — Air Lift Company is proud to announce that it will be featured in an episode of the Truck U show which airs weekly on Speed™ TV.

Now in its fourth season on Speed™, Truck U is the ultimate automotive how-to program for truck lovers dedicated exclusively to reaching the growing truck, 4X4, SUV, sport compact truck and off-road audiences. Truck U shows enthusiasts ways to take their trucks to entirely new levels of appearance and performance. The show's hosts, Bruno Massel, master mechanic and professional drag racer on the NHRA National Tour, and Matt Steele, motorsports events host and monster-truck expert, take on hands-on projects crucial to serious off-roading and truck performance.

With Truck U and Air Lift sharing the same niche markets, Air Lift was presented with a unique opportunity to feature their products, including adjustable air springs and the revolutionary on board air compressor system, WirelessAIR™, in an upcoming episode. In the episode, entitled "Work & Play", Bruno and Matt install Air Lift LoadLifter5000™ adjustable air springs and a WirelessAIR™ system on a project known as the Dodge Work and Play Truck.

Air Lift adjustable air springs provide superior ride quality and improved safety for your vehicle. Smooth riding suspensions can't carry heavy loads and heavy steel springs ride rough, especially when the vehicle is unloaded. Adjustable air springs solve these problems by allowing you to tune your suspension under all load and road conditions.

WirelessAIR™, the most advanced on board air compressor system in the industry, is engineered to control two air springs independently for maximum flexibility. The WirelessAIR™ control system includes a compressor, manifold, wiring harness, and wireless digital controller — everything you need in one kit. With no wires, and no air lines to the cab, WirelessAIR™ achieves a new level of user freedom with the easiest installation on the market. About the size of a garage door opener, the wireless controller, conveniently clips to a vehicle's visor and WirelessAIR™ can be used in or outside the vehicle, making it easy to make adjustments in full view of the vehicle.

The Air Lift Truck U episode will premiere on Speed™ on Sunday, August 8, 2010 at 12:30pm and will replay on Wednesday, August 11 at 3:30pm; Friday, August 13 at 10:00am; Sunday, September 19 at 11:30am; Wednesday, September 22 at 3:30pm; and Friday, September 24 at 10:00am. All times are ET. Please check local listings for exact time and be aware that Speed™ may change air dates or times due to live events, which pre-empt taped programming.

Air Lift on board air systems are the most advanced in the industry and work with all brands of air springs. They come standard with a two year limited on board air compressor system warranty. The WirelessAIR™ air compressor system (part No. 72000) is available for immediate purchase.

Air Lift Company is the premier global supplier and manufacturer of aftermarket air suspension products. For more information, contact Air Lift Company by calling (800) 248-0892, or on the Web at <http://www.airliftcompany.com/>.

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