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Rush Enterprises, Inc. Selects TITAN Technology Partners' AutoRetail EnterpriseSM Solution Based on SAP Applications

CHARLOTTE, NC - (March 19, 2007) – TITAN Technology Partners, a leading provider of managed industry solutions, today announced Rush Enterprises, Inc. (NASDAQ: RUSHA & RUSHB) has selected TITAN's AutoRetail EnterpriseSM Solution. Rush and TITAN have entered into a multi-year contract to implement and manage to the leading software solution, based on ERP provider SAP, for a period of seven years.

“As we take on the exciting and challenging task of re-engineering our organizational processes and systems to enable our continued growth, we wanted a consulting firm that we could trust, that could plan our replacement strategy, lead the implementation and provide ongoing support,” said Martin A. Naeglin, CFO and SVP, Rush Enterprises. “We selected TITAN based on their continued commitment to our business drivers and proven experience with large scale enterprise resource planning system projects.”

“We are pleased to take our relationship with Rush Enterprises to the next level,” said Suheb Siddiqui, Senior Vice President, TITAN Technology Partners. “Over the last seven months, our strategy team has delivered a comprehensive plan for Rush Enterprises' enterprise resource planning system replacement. We are excited to deploy TITAN's world class automotive retail solution and managed services capabilities to ensure that Rush Enterprises will realize their business objectives.”

About TITAN Technology Partners:

Headquartered in Charlotte, North Carolina, TITAN Technology Partners provides hosted and managed industry solutions to mid market firms as well as strategic planning, educational services and complete IT outsourcing solutions. TITAN was named “2006 Top Growth Company of the Year” by the North Carolina Technology Association. TITAN maintains consistent, stable and secure environments for hosting and managing customers' enterprise applications as independently certified via a SAS 70 Type II Audit to assure TITAN's clientele it satisfies federal regulations including Gramm-Leach-Bliley, Sarbanes-Oxley and the Health Insurance Portability and Accountability Act (HIPAA). Additional information on TITAN Technology Partners may be found on our website at www.s2v.com.

About Rush Enterprises:

Rush Enterprises, Inc. operates the largest network of heavy-duty truck and medium-duty dealerships in North America and a John Deere construction equipment dealership in Houston, Texas. Its operations include a network of over 40 Rush Truck Centers located in Alabama, Arizona, California, Colorado, Florida, Georgia, Oklahoma, New Mexico, Tennessee and Texas. The company has developed its Rush Truck Centers and its Rush Equipment Center as “one-stop centers” where, at one convenient location, its customers can purchase new or used trucks or construction equipment, purchase insurance products, purchase aftermarket parts and accessories and have service performed by certified technicians. For additional information on Rush Enterprises, Inc., please visit www.rushenterprises.com.