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PRESS RELEASE

FOR IMMEDIATE RELEASE

ASA Tire Systems Announces \$1,000,000 Tire Dealer Bailout Package

NASHUA, NH (March 9, 2009) – ASA Tire Systems is offering a \$1,000,000 economic bailout package to qualifying tire dealers who invest in technology solutions with them.

ASA Tire Systems recognizes that the economic conditions in the world are reaching levels never experienced in our lifetime. ASA believes now is the time to take drastic steps to pull our industry out of today's economic tailspin. There is no question that governments throughout the world are doing what they can, but they can't solve this crisis alone. ASA is launching a grass roots tire dealer bailout campaign, similar to the US government making funds available through various government "bail out" or stimulus packages.

It is ASA's belief that the majority of independent tire dealers have neglected their technology infrastructures for many years. They have not invested in replacing things like business software, business servers, wide area networks, local area networks, firewalls, desktop PC's, websites, intranets and eCommerce. It is ASA Tire Systems' belief that there are many reasons why it's smart to upgrade technology during a weak economy. When "times are tough" dealers can get outstanding deals, modernize for less, and prove to customers that they are progressive enough to prosper in what many see as hard economic times. Now more than ever, dealers have to earn their customer's business. More importantly, they need to make sure they keep that business. Technology gives dealer's employees the necessary tools to deliver information to customers when they need it, assuring both the sale and a satisfied customer. Satisfaction has to be at an all time high, otherwise dealers will lose business.

ASA Tire Systems is committed to helping tire dealers further their tire business, no matter what the state of the economy, by offering this unparalleled \$1,000,000 bailout package. "I am very excited about this program," states Wayne Croswell, President of ASA Tire Systems. "We have been committed to the independent tire dealer spanning three decades and this is one way we can help make a difference in the market we are dedicated to. It's about giving and helping, like our tag line states, 'technically speaking, we are family'."

Dealers can apply for the funds via the ASA Tire Systems website <http://www.asatire.com/bailout> by filling out a form, or by contacting an ASA representative.

About ASA Tire Systems

Headquartered in Nashua, New Hampshire, ASA Tire Systems develops and builds enterprise-wide software solutions, delivers support and services, and enables leading independent tire dealers to achieve a maximum return on their information technology investment. ASA's software tools help tire dealers and retreaders manage all facets of their businesses and can be tailored to suit the ecommerce, order processing, accounting and business management needs of any size retail, wholesale, or retread tire operation. You can find them on the Internet at www.asatire.com.

ASA Tire Systems

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