



DEMOUNTABLE CONCEPTS, INC.

News Release

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FOR IMMEDIATE RELEASE:

Leading companies are cutting diesel fuel costs by 35% with the Demountable Concepts Truck Body System

In the last year U.S. average diesel fuel prices have gone up 31% according to Energy Information Administration statistics.* Companies distributing goods by truck are struggling to contain increased fuel costs instead of passing them onto consumers in an already sluggish retail market.

Many of these companies, including Ashley Furniture, Frito-Lay, La-Z-Boy and Macy's to name a few, have implemented the Warehouse on Wheels System by Demountable Concepts, Inc. of Glassboro New Jersey to distribute their goods more efficiently and are now realizing significant fuel savings.

The Warehouse-on-Wheels System enables companies to shuttle two or more demountable cargo bodies on a semi-trailer from a main distribution center to a regional market where they are demounted. Then in "drop and hook" style the semi-trailer mounts empty bodies from the previous round of deliveries and returns them to the main distribution center for reloading. In the meantime at the regional market locally operated straight-trucks mount the loaded bodies and make their deliveries.

The system generates fuel savings by transporting multiple bodies on one semi-trailer for the stem portion of the distribution route. The comparison in the table below shows the annual savings generated by integrating one semi-trailer and two demountable bodies into a typical distribution operation.

	Two Straight -Trucks	Demountable Semi-Trailer with two bodies
Distance to regional market	120 miles	120 miles
MPG average per vehicle	8.6 mpg	6.8 mpg
Average fuel cost	\$4.14 per gallon	\$4.14 per gallon
Gallons per round trip	27.91 gallons	35.29 gallons
Number of vehicles	2	1
Gallons fuel used per day	55.81 gallons	36.29 gallons
Fuel cost per day	\$231.07	\$150.26
Fuel cost per year (250 days)	\$57,767.44	\$37,564.41
Fuel cost savings by utilizing demountable semi-trailer with two bodies		\$20,203.03
Annual fuel cost percentage savings by utilizing demountables		35%

Warehouse on Wheels also improves the local delivery route's efficiency and manageability because:

- It's easier to hire drivers for routes closer to their homes
- Single axle straight-truck drivers don't require a CDL
- Shorter drives make compliance with hours of service laws easier
- Drivers depart earlier and spend less time driving and more time delivering
- Demountable bodies arrive pre-loaded which reduces overtime driving and loading

Rustin Cassway, owner and president of Demountable Concepts, Inc. sums up the growing



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demand for the Warehouse on Wheels System by saying, "For years demountables have been used in Europe to combat high fuel prices. With even higher U.S. fuel costs projected and no relief in sight companies are looking for ways to cut fuel costs. Warehouse on Wheels is just that. An easy to implement, cost-effective system that can quickly cut fuel costs by 35%."

To find out more about Demountable Concepts, Inc. and the Warehouse on Wheels System visit www.demount.com or call 1-800-254-3643. Rustin Cassway may be reached by e-mail at rcassway@demount.com.



Two demountable bodies on a semi-trailer await the tractor for pick-up. Doors at the front and rear of each body allow multiple bodies to be loaded at one bay.



A tractor shuttles two loaded bodies from La-Z-Boy's main distribution center to a regional market.

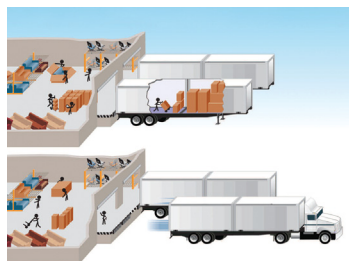


At Macy's regional market a straight truck mounts a loaded body. Many companies are replacing regional warehouses with the Warehouse on Wheels System.



Ashley Furniture straight-trucks return empty bodies to the regional staging area to be shuttled back to their main distribution center for reloading.

With Warehouse on Wheels companies reduce fuel costs by shuttling multiple straight-truck bodies to a regional market on one semi-trailer



At the Main Distribution Center

With Warehouse on Wheels, inventory is loaded into multiple demountable bodies and shuttled to the regional market.



At the Regional Market

Bodies are demounted. Next, straight-trucks mount the free-standing bodies and make their local deliveries.

* U.S. average diesel fuel costs as of 4/21/08 were \$4.14 per gallon, a \$1.29 or 31% increase from 4/21/07.
Source: <http://tonto.eia.doe.gov/oog/info/gdu/gasdiesel.asp>