FOR IMMEDIATE RELEASE

Mid-America Trucking Show
AmCoach Space #91480 – Outside Exhibits

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TRANSALIVE AMCOACH POWERED BY TROJAN BATTERY

MID-AMERICA TRUCKING SHOW, LOUISVILLE, Ky., March 22, 2012 – TransAlive USA has teamed with Trojan Battery Company, the world’s leading manufacturer of deep-cycle batteries, to equip its AmCoach with Trojan batteries. TransAlive’s AmCoach provides transportation services to long-haul truck drivers injured or who become ill while on the road and away from home. The AmCoach is sponsored by and in part by transportation industry carriers, suppliers and manufacturers.

“When injured or becoming ill while in route to delivery destinations across the country, truck drivers ‘on the road to recovery’ often need help getting home,” said Bob Hataway, TransAlive founder. “AmCoach is a specially equipped RV which is available to assist TransAlive member drivers anywhere across the continental U.S. AmCoach provides an alternative to expensive air charter services for our members who do not require air transportation home, or cannot travel in an upright position.”

Trojan Battery’s donation of T-145 deep-cycle batteries will support the coach’s house power and other onboard amenities. To ensure the comfort of an injured or ill driver, the AmCoach features a hospital-type adjustable bed enabling the driver to sit upright or lie flat during their transit home. In addition it includes sleeping quarters, shower facilities, kitchenette and a lounge area for family members accompanying the driver, as well as the staff navigating the trip.

Trojan’s master distributor, Continental Battery in Fort Worth, Texas, was instrumental in supplying and installing the batteries in the AmCoach RV.

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Members can take advantage of the AmCoach service by having their company or hospital case worker call **800-USA-HURT**. Owner operator members also can have a hospital case worker call to set up arrangements with AmCoach.

Visit the TransAlive USA AmCoach at Mid-America March 22 – 24 in Louisville, Ky. at outdoor exhibit space #91480.

To become a member of TransAlive, drivers can register by calling 800-USA-HURT or sending an email to admin@transalive.com. The cost of the TransAlive Membership Program is $50 per year and includes the services of the AmCoach.

**About Trojan Battery Company**

Trojan Battery Company is the world’s leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of golf, industrial, renewable energy, recreational and auxiliary power applications. Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia, and maintains two of the largest and most extensive research and development centers in North America dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Company, visit www.trojanbattery.com.

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