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NEWS RELEASE

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Accubuilt Names Real World Marketing Agency of Record

Lima, Ohio, July 10, 2008 – Accubuilt, Inc. has announced Real World Marketing, Inc., a full-service, brand oriented advertising agency, as agency of record to service Accubuilt and strengthen its distribution channels and market position.

Accubuilt Chairman and Chief Executive Officer, Greg Corona, said “We are extremely pleased to announce this relationship with Real World, one of the most capable and well-respected national agencies in the automotive advertising and marketing arena. We are confident this relationship will generate the excitement our extensive and diverse product offerings deserve.”

Jay Wilson, Chairman and CEO of Real World Marketing based in Scottsdale, Arizona, said, “No doubt, the Real World Marketing Team is very excited with the announcement, and look forward to a long, mutually successful relationship.” Real World Marketing has a long history of providing strategic advertising and marketing services to automotive manufacturers, dealers, and dealer advertising associations throughout the United States dating back to 1986. Mr. Wilson added, “Our expertise is not only the advertising and marketing business, but our complete knowledge of the automotive business, inside and out.”

Accubuilt, Inc. produces specialty vehicles including funeral vehicles and limousine brands – S&S, Superior and Eureka. Other specialty vehicles under the DaBryan, Tuscany and Accubuilt brand names are manufactured in facilities in Lima, Ohio; Springfield, Missouri; and Elkhart, Indiana. For more information on Accubuilt, Inc., companies and specialty transportation vehicles, visit www.accubuilt.com.

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