

RICON DEALER NEWS

March 21, 2005

Ricon Strengthens Management Team

Ricon Corp is pleased to announce organizational changes that will assist us in meeting our goals in the coming year and beyond. In response to strong growth and the company's commitment to continued leadership in our core commercial and paratransit market segments, we are proud to announce some exciting personnel changes, including the addition of two new regional sales managers to our team of talented professionals.

Bill Hinze has been promoted to Vice President, Marketing. Bill's experience with sales, dealer development, and his product knowledge will enhance our strategic marketing objectives. Priorities will be to strengthen our sales support and customer relationship efforts. Bill will also be responsible for print and web-based media, industry trade shows and corporate promotions.

Kevin Trudeau, VP, Comm. Sales has announced the following appointments effective March 28th:

Tony Ward has been named the new Southern Regional Manager, replacing Bill Hinze. Tony joins Ricon from International Truck & Engine Corp (I/C Corp.) where he had 15 years of experience selling both school and commercial buses. Tony brings outstanding knowledge of our industry as well as a strong desire to serve our customer's needs. Tony will manage his territory from his home base of Conway, Arkansas.

John Manzi has been appointed the Northeast Regional Manager. Prior to joining the Ricon team, John was with the Starcraft Division of Forest River. John has an extensive background working in manufacturing, sales and dealer relations. John and his family will be relocating from the Elkhart, IN area to the Northeast region in the near future.

Ricon's established role as the industry leader and innovator continues with the appointment of **Stanton Saucier** as Vice President, Business Development. In this new role Stan, formerly VP, Operations, will be responsible for evaluating a wide range of new products, product enhancements, new technologies and new distribution channels in the global market place.

We are delighted to welcome the new team members and to congratulate current team members on their new roles. They bring an excellent range of skills to our organization and are ideally placed to support all our present and future objectives. We are confident that Ricon's strong leadership position will continue to grow with our dealers, customers and the transportation industry because of their efforts.

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