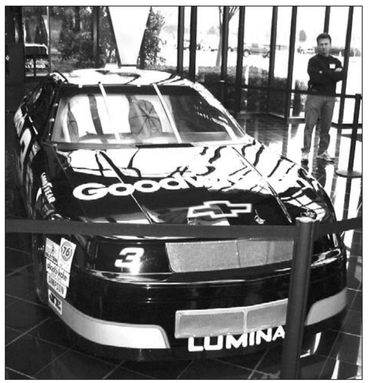
Nothing but the best!

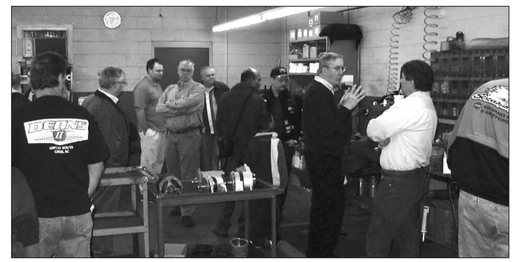
at the ERA Trade Show

Suppliers • Training • Activities

Southern Exchange '06 Charlotte
March 23-26, 2006
ERA Trade Show



Show attendees were treated to a very exclusive tour of Dale Earnhardt, Inc. — A 90 minute behind-the-scenes tour of their manufacturing area! There they saw engine building, design, testing, chassis production and much more. Technical information and family history was shared throughout. It was as if the Intimidator himself were right there. Included was the showroom and trophy room which is the only area open to the general public.



American Auto and Truck Electric of Charlotte treated show attendees to a tour of their 3-in-one business operation...starter and alternator rebuilding, full service repair and large specialty rebuilding, proving that for some, diversification is the name of the game.

Gene Lane and Kelly Grisham of Georgia Electric Services, Commerce, Ga. stopped by the ERE booth to drop off their signature card and participate in the $9,000 drawing for prizes during which they won a $250 merchandise certificate from Vensel Enterprises of Crystal Lake, Ill.

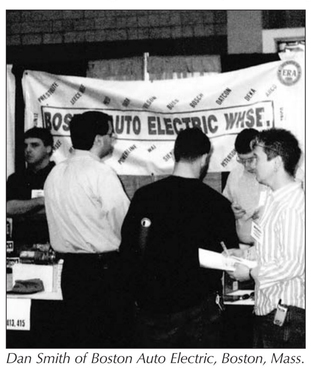
From Charlotte '06 to Portland '07

We bring the show TO YOU!

Meet Darlene! ERA's Monday, Wednesday, Friday, 9 to 5 girl. ERA office administrator Darlene Schroeder was at their booth to sign up new members. And sign they did. Fifteen companies joined the association over the weekend.

At 9 a.m. Saturday morning the gates were opened, and look what strolled in! Ultimately, some of the most satisfied and complimentary show attendees we have ever hosted! To date, Southern Exchange '06 was overall, the best program we have ever put together.

The Automotive Parts Remanufacturer's Association graciously agreed to host a shorter version of their electrical clinic on Sunday, a first at our show. Mohammad Samii spoke to a large group early Sunday morning, testimony to the value of his seminar!

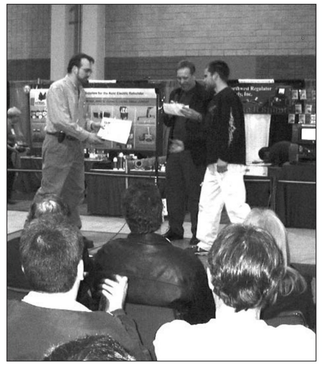


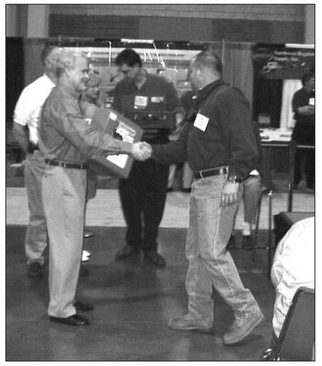
Dan Smith of Boston Auto Electric, Boston, Mass. demonstrated solenoid rebuilding at their booth, which included a hand-out that you had to be at the show to receive.

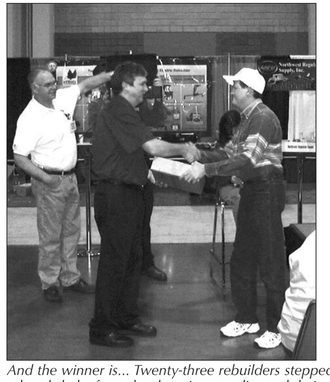
Laura Souza and Rosa Vasquez of A.I.M. traveled from Rancho Cordova, Calif. to show the East Coast what A.I.M.'s all about.

There was never a dull moment for Robbie Sullivan of Accumax, Joplin, Mo. His booth saw a constant flow of rebuilders on Friday and Saturday.

Steve Anderson and Jim Petroviak were pleased to receive the ERE Best of Show booth award for most creative use of space, which is not about size or money. Less is more.







And the winner is... Twenty-three rebuilders stepped up when their names were called to receive a hand shake from the donating supplier and their prize. Just to keep things honest, Ronnie Charnes was asked to pull the winning tickets out of the box as comedian Jim Gossett announced the names and poked fun.