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For Immediate Release
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Fikes Truck Line Gears up for 25th Anniversary; Launches New Image

Hope, Arkansas... Fikes Truck Line, one of the nation's leading flatbed specialists, has unveiled a new corporate logo and slogan -- *Connecting People with Purpose*. The revitalized image was first introduced last month at a corporate event for the company's 50-plus employees that included a luncheon, balloons, banners and giveaways. The celebration marked the launch of Fikes' 25th year -- *their silver anniversary is in April 2006* -- and the start of a campaign to thank employees, contractors, the community, and clients for their contribution to the company's success.

Fikes' Senior Vice President and COO, Gary Salisbury believes the new slogan better reflects the company's mission, "It is both a reminder of our past and a glimpse into our future. The message may be new, but the sentiment captures the vision the company has operated under from it's beginning, and the family atmosphere Fikes has established and maintained with the community and the people with whom we do business."

Fikes Truck Line started out small -- with just eleven trucks and the authority to operate in Arkansas. Over the past two and half decades, the company has grown steadily and now leases 450 trucks and operates in 48 states. Specialists in hauling building materials, coil steel, structural

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steel, machinery and manufactured products, the company provides flatbed service to some of the largest shippers in the United States including Weyerhaeuser, Georgia Pacific, Temple Inland, Niagara-LaSalle and Alcoa.

President Jim Smith, who purchased the family-owned business in 1981, feels the new message captures the heart and soul of the company. “*Connecting people with purpose* is more than a phrase that sounds honorable. It is a vision about why we are in business in the first place,” says Smith. “It is a statement about how we interact with each other; one that gives meaning to our work and to our lives.”

The Fikes’ slogan and logo form the centerpiece for the company’s corporate message, which will be enhanced through an updated website, newsletters, brochures and multimedia campaigns that relate the personal stories behind the corporate identity. The company plans to highlight the individuals that have helped make the company so successful.

Fikes Truck Line is headquartered in Hope, Arkansas, with terminals in Colorado, Kentucky and Texas, sales offices in Tennessee and Oklahoma, and 48-state operating authority and brokering authority. For more information, call Fikes at 1-800-643-6611 or visit their website at www.fikes.com.