



NEWS RELEASE

NATIONAL TRUCK PROTECTION HONORED TO BE A RETURNING PRODUCT SPONSOR FOR BACK ON THE ROAD CONTEST

Fourth Annual Arrow Truck Sales / Volvo Truck North America Benefit

Cranford, NJ – December 3, 2010 – National Truck Protection Inc. (NTP), North America's leading independent provider of warranty and service contracts to the trucking industry, announced today that it is honored to be a returning sponsor for the Back On The Road Contest 2011. The contest, which is organized by Arrow Truck Sales in conjunction with Volvo Truck North America (VTNA) (NASDAQ:VOLV) (STO:VOLVA) (STO:VOLVB), aims to help a deserving trucker in need of a rig and a job. National Truck Protection has donated a comprehensive warranty for the grand prize Volvo VNL tractor.

"We are honored to be participants in this program. It is one of the most gratifying opportunities that we are involved with throughout the year," said Robert S. Amico, president of NTP. "The opportunity to be part of Back On The Road allows us to give back to our community and support a great cause. To witness what this contest has meant over the past three years to the winners and their families is immensely rewarding."

"We run this contest because truckers are the backbone of our nation's economy and they embody the American Can-Do Spirit. Sometimes, unfortunate circumstances mean that some of our drivers could use a little help getting back into a truck and hauling again," said Steve Clough, president of Arrow Truck Sales. "NTP is a valued business partner and an enthusiastic supporter of Back on the Road and we are thrilled to have them contribute to the program again this year."

Back on the Road is now soliciting stories from truckers across the nation who may have lost their truck and their livelihood through unfortunate

circumstances beyond their control and will also consider nominations for truckers who have, selflessly, served as champions for the profession and the trucking industry in general.

Applications must include a 250-word story explaining why the nominee deserves to win. Stories about a family tragedy, loss from natural disaster or a recent return from military service will all be considered valid story submissions. Arrow will accept nominations until Dec. 5 of this year at <http://www.backontheroad2011.com>.

The trucker selected as the Back on the Road winner will be announced at the Mid-America Trucking Show in March 2011 and receives a one-year lease on a Volvo VNL tractor, courtesy of VTNA, and a one-year work agreement with TL carrier Heartland Express (NASDAQ:HTLD).

The winner also receives other products and services as well, including: X One tires from Michelin (MICP.PA); a TriPac auxiliary power unit from Thermo King (NYSE:IR); monthly \$500 fuel cards from truck stop chain Pilot Flying J (CFJ Properties); and insurance from the Owner-Operator Independent Drivers Association (OOIDA).

Previous winners are showcased at the following URLs:

www.backontheroad2010.com

www.backontheroad.2009.com

www.backontheroad.2008.com

About National Truck Protection Inc. (NTP)

NTP Inc., based in Carlstadt, NJ, is the leading independent provider of warranty and service contracts to the North American trucking industry. NTP, celebrating over 25 years, provides private label warranties to major OEMs as well as extended service contracts to the used truck segment through its extensive network of corporate and independent dealers. NTP provides the most comprehensive repair and breakdown management services in the industry. For information, please visit www.ntpwarranty.com

NTP is a portfolio company of Palladian Capital Partners LLC, a New York based private equity firm. Palladian teams with management in the middle market segment. Visit www.palladiancap.com for additional information.

NTP is an Accredited Member of the Better Business Bureau. Please visit www.bbb.org for the latest ratings.

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About Arrow Truck Sales

Arrow is celebrating its 60th anniversary this year. Founded in April 1950 by business partners Jerry Nerman and the late Melvin Spitcaufsky, the company started as a small used truck lot in Kansas City, MO. Arrow has since grown and prospered into 19 retail stores located in the US and Canada – including the recent opening of two new retail stores in Denver and Minneapolis – carrying a diverse inventory of all makes and models and offering a variety of value-add services. Visit www.arrowtruck.com to learn more.

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