

FOR IMMEDIATE RELEASE

Hercules Manufacturing Co. & Prairie Farms Dairy, Inc. Unveil Unparalleled “Green” Zero Carbon Footprint Advancement in the Refrigerated Transportation Industry

Hercules Invests in First of Kind Transport and the creation of “Hercules Hybrid Cold Plate Refrigeration System”

HENDERSON, KY – (May 28, 2010) - Hercules Manufacturing Co. presented the keys of a uniquely green hybrid vehicle today to Prairie Farms Dairy, Inc. From the chassis to the refrigerated body, this Proof of Concept “POC” vehicle is an engineering first and will revolutionize refrigerated transportation by preserving the environment.

With an \$80,000 investment in R&D and utilizing Eaton Corporation’s hybrid diesel/electric technology, Hercules has developed the first true coldplate refrigerated hybrid unit of its kind. This advancement will save customers of refrigerated products an estimated \$7,000 + annually per vehicle in refrigeration expense while being ecologically safe.

“We choose Hercules because they are at the forefront of this ground breaking technology and they have an extended association with Eaton Corporation,” said Jay Naples, Corporate Fleet Manager of Prairie Farms Dairy, Inc. “Being the first to try this new design, we hope to set a precedent in our industry and establish environmentally friendly transportation.”

As an all electric, “green” and zero-carbon footprint refrigeration system, the Hercules body combines heating and cooling capabilities with over-the-road power generation in a Direct-Store-Delivery “DSD” vehicle. This unique refrigeration design eliminates the complexity of onboard generators and/or inverters with a seamless power management module that uses the hybrid chassis battery system during the delivery day and shore power at night. Ideal for designated “Non-Attainment” areas - benefits include reduced emissions, automatic hot gas defrost, fuel usage reduction, better serviceability, greater ROI, noise reduction and increased driver convenience. Critical features for addressing today’s environment and sustainability goals.

Following the key presentation, Joe Banna, President Emeritus said, “We appreciate Prairie Farms in electing to work with Hercules in the development of this uniquely green vehicle; which is another new and revolutionary step in a long-revered relationship between Hercules and Prairie Farms.”

Prairie Farms will put the vehicle on the road immediately where it will be wirelessly monitored 24/7 by Hercules to track the performance of the POC vehicle.

About Prairie Farms

Headquartered in Carlinville, IL, farmer-owned Prairie Farms Dairy is a leader in the dairy industry and has provided the freshest, highest quality dairy products for over 70 years. Over 700 farms strong, the knowledge and dedication of Prairie Farms’ farm families is represented in their full line of retail and foodservice dairy products. Prairie Farms network of local manufacturing plants and branch offices enables highly efficient, dairy fresh distribution throughout Mid-America and the South. From farm to family, Prairie Farms’ foundation is built upon products of uncompromising quality. To learn more about the business of Prairie Farms, Inc., visit: prairiefarmsdairy.com

About Hercules Manufacturing Co.

Since 1902, Hercules Manufacturing Co., has been providing unique designs and cutting-edge advancements to the transportation industry. Headquartered in Henderson, Kentucky, Hercules develops and produces custom built truck bodies, providing solutions to meet customer specific needs in today's demanding and ever-changing marketplace where efficiency and quality are paramount. Having built the first mechanically refrigerated truck body in 1930, Hercules is presently a leader in the cold plate refrigeration systems and the industry leader in the creation of "Hercules Hybrid Cold Plate Refrigeration System". For more information visit herculesvanbodies.com

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