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TRU ALIGN APPOINTS JOSEPH P. NELSON AS PRESIDENT

*Marketing and Business Development Specialist
Joins Growing Automotive Equipment Company*

Thousand Oaks, Calif. (July 2, 2007) - Tru Align, LLC., the manufacturer and seller of the most Comprehensive, Intuitive and Accurate wheel alignment adapter on the market, announced today that Joseph P. Nelson has joined the company as President. For the past six months, Nelson has served on the company's Advisory Board and will now contribute to managing the day-to-day operations. Mr. Nelson will lead strategic growth initiatives, including establishing key relationships in the distribution chain, customer acquisition, product expansion and overall scaling of the business.

"This move adds strong proven senior management horsepower to our business as we continue to scale our marketing nationally. Joe has a tremendous success rate in creating corporate value and customer satisfaction," said Tru Align CEO, Dean Pellegrino. "His strong understanding of sales and marketing systems, product development and growth strategies will greatly contribute to our winning strategy."

Mr. Nelson was most recently President of Connect-CTY, a division of Notification Technologies, Inc., the leader in school to parent communications. Mr. Nelson launched the Connect-CTY division, expanding the company's business into municipalities, bringing time-sensitive information to city officials.

With a demonstrated track record spanning three successful decades, Mr. Nelson has served in several senior executive positions where he managed a number of major brands. As a Managing Partner of ResourceXL, an Irvine, CA consulting firm specializing in integrated sales and marketing, he interfaced directly with a diverse range of clients, including Yahoo! Inc., AT&T, Mariner Health Care, The International Watch & Jewelry Guild, Kelley Blue Book, and The Los Angeles Times.

Mr. Nelson served as Vice President of GB Data Systems of Marina Del Rey, CA, where he guided strategic alliances with Mercury Media, Carsey-Warner, NASCAR, Knight-Ridder Digital, Costco, Wal-Mart, Sam's Club and others.

He gained early experience in e-commerce, having served both as Senior Vice President/Local Markets for StoreRunner.com, an online retail platform, and as Vice President of Training and Sales Process for Homestore.com, a leading supplier of real estate solutions.

About Tru Align, LLC.

Tru Align, LLC (<http://www.trualign.com/>) manufactures and sells the first and only universal wheel alignment adapter, patented in June 2003. Headquartered in Newbury Park, CA., Tru Align takes the tire-wheel interface completely out of the wheel alignment equation. The Tru Align system enables technicians to attach alignment-machine heads or targets on precision-constructed plates that automatically position themselves at the center of each hub rather than trying to attach them directly to expensive, easily damaged wheels. The benefit is a

superior fitment and protection from scratches since the alignment heads never touch the wheel.

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