

Wahl Marketing Communications

6250 Lakota Drive Cincinnati, OH 45243

(513) 561-2002 (513) 561-0814 – FAX

jim@wahlmarketing.com

For Immediate Release

July 8, 2008

For More Information Contact:

Jim Wahl

Wahl Marketing

(513) 561-2002

jim@wahlmarketing.com

Chris Nau

Doran Manufacturing

(866) 816-7233 (SAFE)

nau_chris@doranmfg.com

New Doran 360 SmartLink™ Tire Pressure Monitoring System is Ideal for “Drop & Hook” Fleets

Cincinnati, OH – The new Doran 360 SmartLink™ Tire Pressure Monitoring System was designed specifically for truck fleets with “drop and hook” trailers and is the most advanced tire monitoring system available. With this innovative system, wireless sensors are screwed-on to the valve stems of the trailer tires and the tire pressure information is sent to a trailer-mounted SmartLink™ Receiver/Transmitter that collects and transfers the data to a cab-mounted display unit. The wireless sensors mounted on the truck tires are also programmed to the monitor in the cab. When the truck is hooked to a new trailer, it only requires a simple one-button operation by the driver to drop and add correct trailer.

The SmartLink™ system provides benefits to both fleet owners and drivers. Fleet owners understand that proper inflation maximizes tire life and fuel efficiency. In addition, the system allows tire pressures to be accurately checked within seconds, which minimizes labor costs and errors associated with manually checking each tire with a gauge. For the drivers, the patent pending Green Means GOOD™ one glance indicator light provides a level of confidence and safety knowing that all of the tires are properly inflated. If a tire pressure problem develops, audible alerts and visual warnings provide the specific tire location and pressure level so that low tire-pressure problems can be addressed to eliminate preventable costly breakdowns and repairs. There is also a high temperature warning (patent pending) to help prevent damage caused by excessive heat.

To assist with driver accountability, a date/time stamp for each pressure alarm (up to 10) is stored within the monitor and the system can be “locked” to prevent accidental reprogramming or tampering with the desired settings.

The spin-welded sensors are built utilizing an encapsulation process with high-grade materials to provide component security and airtight construction to meet the extremes of the road and the changing conditions of driving coast-to-coast. The unique three-piece seal maximizes valve core depression and minimizes potential leaks and the improved battery design provides an estimated 5-year service life.

The system, which works with either traditional dual-wheel configurations or wide-base single tire applications, can provide an estimated payback in less than nine months per truck/trailer (based on driving 100,000 miles annually).

Installation can be accomplished in about one hour per truck/trailer. A simple to understand and operate monitor includes a digital LCD screen with backlit display and comes equipped with four-way navigational buttons. Multiple mounting accessories provide flexibility to install the display in many configurations based on the layout of the cab. Additionally, a patent-pending “Sleep Mode” ensures that the tire pressures are checked at all times. With this unique feature, tire pressures are monitored, but potential warnings are withheld until the driver turns on the truck’s ignition switch.

(continued)

“The Doran 360 SmartLink™ system is specifically designed to monitor the tire pressures for fleets with trucks that drop & hook with multiple trailers,” says General Manager Jim Samocki. “This versatile system meets the pressing needs of drop & hook fleets by helping to maximize tire life, optimize fuel efficiency, minimize labor costs while also enhancing the overall safety of their trucks and trailers for their drivers.”

Tire Industry Safety Council studies have shown that nearly half of all tires are under inflated. Tires under-inflated by 10% lose up to 12% of their tread life - at 20% under-inflation the tread life loss is nearly 23%. Nearly 83% of tire problems begin with low tire pressure, which causes premature tire wear and increased operating costs. The Doran 360SL™ can help alleviate these problems while improving the bottom-line profit and safety for an entire fleet.

Cincinnati based Doran Manufacturing has been providing transportation safety products for commercial trucks, RVs and school buses for over 35 years. In addition to tire pressure monitoring systems, the company supplies Exterior Light Monitors, Sleeping Child Checks, Emergency Exit Monitors and a full range of LED lighting products.

For more information on the Doran 360 SmartLink™ tire pressure monitoring system, visit www.doranmfg.com or contact them directly via e-mail at nau_chris@doranmfg.com, call toll-free (866) 816-SAFE (7233) or write to Doran Manufacturing, 2851 Massachusetts Avenue, Cincinnati, OH 45225.

###