



Contact:

Brandware Public Relations

Anne Szczesny
 770.649.0880 Ext. 303 Office
 248.842.7641 Mobile
 aszczesny@brandwaregroup.com

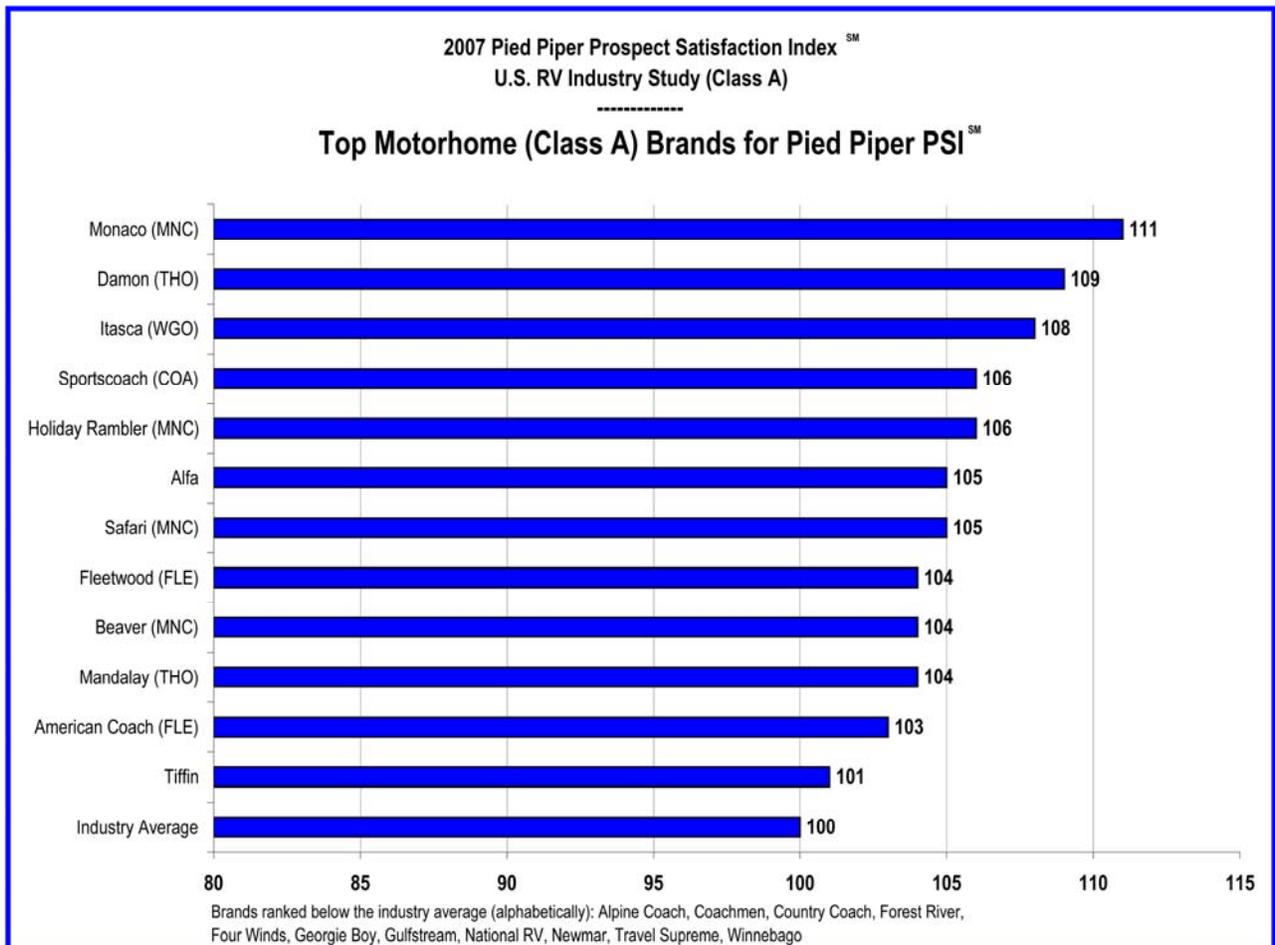
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**MONACO RV DEALERSHIPS RANKED HIGHEST BY
 2007 PIED PIPER PROSPECT SATISFACTION INDEXSM**

**RV industry benchmarking study identifies
 why customers stay – or walk away**

PACIFIC GROVE, CALIFORNIA – Monaco RV dealerships ranked highest in the newly released 2007 Pied Piper Prospect Satisfaction IndexSM RV Industry Study, which measured how shoppers are treated at retail locations which sell Class A motorhomes. The study uses the patent-pending Pied Piper PSISM process to evaluate and benchmark shopping experience and salesmanship effectiveness, and provide actionable insights on the hot buttons that turn shoppers into buyers.

Following Monaco were Damon, Itasca, Sportscoach, Holiday Rambler, Alfa, Safari, Fleetwood, Beaver, Mandalay, American Coach, and Tiffin, all ranked above the industry average.



Monaco brand dealers scored well throughout much of the the study, and ranked first for offering test drives and for providing compelling reasons to buy now instead of later. Other brands led the industry in specific areas. For example, Itasca dealerships ranked first for mentioning different financing options and the availability of extended warranties; Mandalay dealers ranked first for providing reasons to buy from their specific dealership; Sportscoach dealers ranked first for addressing features and benefits applicable to the shopper; and American Coach dealers ranked first for attempting to forward the sale and for gathering contact information.

“We are pleased by the positive reaction we have received from Pied Piper PSI clients in other motor-vehicle industries, and are looking forward to applying our methods to the RV industry,” said Fran O’Hagan, President of Pied Piper Management Co., LLC. Many RV manufacturers and dealers have already established effective sales processes, but there are still areas where some dealers will benefit from additional focus. For example, RV salespeople neglected to offer a test drive 67% of the time, and failed to provide reasons to buy from their specific dealership 39% of the time. The salespeople made no attempt to close the sale in any way 35% of the time, and did not ask for contact information 34% of the time.

“Most businesses carefully track sales and take care of existing customers,” O’Hagan said, “but 75% to 90% of motor-vehicle shoppers don’t buy the same day they visit a retail location, so maximizing prospect satisfaction is an important key for turning those shoppers into tomorrow’s buyers.”

The 2007 Pied Piper Prospect Satisfaction IndexSM RV Industry Study (Class A) was conducted between April 2007 and June 2007 using shopper evaluations at 517 brand dealerships located throughout the U.S., representing approximately one in three of all U.S. Class A RV brand dealership locations.

About Pied Piper Prospect Satisfaction IndexSM

www.piedpiperpsi.com The patent-pending **Pied Piper Prospect Satisfaction Index (PSI)** process begins by using findings from real shoppers to determine mathematically what's important to an industry sales process and what is not. Using those industry findings, Pied Piper PSI is then able to conduct anonymous *shopper evaluations* of auto, motorcycle or RV dealerships to measure how the dealership handles over 50 different aspects of their industry-specific sales process. The results are provided to either a manufacturer or dealer on their own easy to use Pied Piper PSI web application, where they are able to benchmark their results against the average performance of other same brand dealerships throughout the country, as well as against the overall industry average. The business methods used by Pied Piper PSI are proprietary to Pied Piper Management Co, LLC, and are Patent Pending.

About Pied Piper Management Company, LLC

www.piedpiperpmc.com Pacific Grove, California based Pied Piper Management Company, LLC is a program development and management consulting company. PPMC was founded to help clients apply fresh thinking to today’s challenges, by quantifying, understanding and then influencing the future rather than focusing only on the past. There is no higher priority for PPMC than developing and running client programs, and PPMC clients report that PPMC integrates seamlessly into client operations, which frees up clients to focus instead on growing their businesses.

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