

Press Release



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FOR IMMEDIATE RELEASE

UNIVERSITY OF MISSISSIPPI TO INCLUDE SOLAR ELECTRIC HYBRID VEHICLES FOR CAMPUS FLEET IN TIME FOR THE FIRST PRESIDENTIAL DEBATE ON SEPTEMBER 26, 2008

Cruise Car delivers alternative energy transportation to Ole Miss to help the campus reduce its carbon footprint and combat high fuel costs

Cruise Car, Inc., Sarasota, FL, the world's leading manufacturer of solar electric hybrid vehicles, has partnered with The University of Mississippi to provide green transportation. "It is a privilege for our organization to be a part of the University of Mississippi's sustainability efforts," said Cruise Car President, Ken Chester. "Ole Miss has one of the most beautiful academic campuses in the country and it is wonderful that the institution is utilizing the sun to help reduce its carbon footprint. More and more, institutions and individuals are seeking alternative methods of transportation, and it should be no surprise to anyone that the leading colleges and universities, like Ole Miss, are leading the way."

Cruise Car announced today that the company will be delivering Solar Electric Hybrid vehicles to the University's campus prior to the upcoming Presidential Debate, which is scheduled for September 26th. "It is an exciting opportunity for Cruise Car," commented Chester, "as the presidential candidates are certain to spend much of their time discussing the high cost of gasoline and the need for our nation to change its energy policies."

Chartered by the Mississippi Legislature in 1844, The University of Mississippi opened its doors to 80 students in 1848. Total enrollment on all of The University of Mississippi's campuses, including the University of Mississippi Medical Center, is 17,323. Sixty-nine percent of all students are from Mississippi, and 19 percent of students are minorities.

Cruise Car, Inc. is the world's leading manufacturer of Solar- Electric Hybrid Vehicles with over 50 models in its product line and distribution on four continents. Cruise Cars can be made street-legal in most states and driven on roads with speeds posted 35 mph or lower. The company was founded with the mission to provide affordable, alternative transportation and to help combat rising greenhouse gas emissions in the transportation sector. For more information about the complete line, distributorship or for a dealer near you, contact Cruise Car via e-mail at info@cruisecarinc.com or online at www.cruisecarinc.com.