

PRESS RELEASE

For Immediate Release – July 15, 2009

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WARRIOR LIFESTYLES SELECTS RVMALL.COM AS EXCLUSIVE INTERNET DISTRIBUTOR

Warrior Lifestyles, the rebirth of the innovator and top toy hauler company in the country -- Weekend Warrior, has selected RVMall.com as its exclusive internet distributor of Warrior Lifestyles Toy Haulers, gear and accessories. Larry Broyles, CEO of Warrior Lifestyles, and Matt Christensen, partner and Vice President of Sales for RVMall.com made the announcement this week.

Broyles said the company's current inventory of toy haulers that are housed at its Perris, CA facility are now available for sale at www.RVMall.com and ready for delivery. The new Warrior Lifestyles Legend series (half-ton towable) will be available for sale at www.RVMall.com in October. Only 400 new units will be built in 2009 under the new company's stringent guidelines that limit production to uphold the highest standards of quality in construction.

RVMall.com was launched in June as a web portal for private party buyers and sellers of RVs, Boats and Cycles. But it's not what you'd expect when you hear RV listings. RV Mall provides a full service experience to manufacturer and dealer sellers such as Warrior Lifestyles.

Broyles says he chose RVMall.com because they are more than just a web site. "These are experienced agents of the RV industry whose innovation will not only open doors for internet shoppers, but bring tools to the dealer body that will drive success into the new future of our industry."

Christensen explained, "RV Mall provides tools for dealers to interactively negotiate with potential buyers using our proprietary system called *Vision*[™], and it uses that system to present private party sellers with offers from buyers all over the globe. RV Mall does more than just advertise RVs. Even in today's tough economic market, we're able to provide actual quantifiable sales for dealers and private parties, and soon manufacturers as well."

RV Mall acts as an offsite sales force for dealers and private parties by advertising their inventory, taking sales calls, and negotiating the sale. "But even more important," said Christensen, "our staff actively seeks out buyers for every dealer's inventory from the thousands of RV, boat and cycle enthusiasts who are among our active prospects. There's nothing better than calling one of our dealers and telling him we've sold another unit for them and all they have to do is ready it for delivery and accept the check."

And Broyles sees immeasurable value in the partnership, saying "RV Mall provides a persuasive new level of exposure for my inventory. From www.RVMall.com, shoppers can search on "toy haulers" and find my product or they can go to the Warrior Lifestyles storefront at RV Mall and see it again. And when they're on my

website, a “buy it now” button allows shoppers to make an offer right online and the RV Mall sales managers handle it all. Today’s dealer can’t afford to employ the number of sales professionals (and personalized customer assistance) that RV Mall provides. For one fee, I get it all.”

Christensen added, “We’re really pleased to welcome the Warrior Lifestyles team on board as a new Dealer partner. We share a simpatico for delivering an unbeatable customer experience. And I caught a glimpse at the new Warrior product that’s due out in October, and it’s hot!”

For more information, visit www.RVmall.com or www.WarriorLifestyles.com .

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