



Date: January 14, 2009

To: All Carefree Dealers and Distributor Partners

From: Mike Farmer

Carefree of Colorado, the Broomfield, Colorado based manufacturer of awnings and sun and shade controls for the RV Industry, announced today that DE Sales and Marketing, LLC of Eugene, Oregon has agreed to represent Carefree in the northwest.

“We’re extremely excited to represent an industry leader like Carefree of Colorado”, said Dan Eckenroad, President of DE Sales and Marketing. “Carefree’s long history of providing quality, value, performance and style to the RV Industry reflect the values and commitment that we are proud to be associated with”.

“DE Sales and Marketing brings valuable knowledge and experience to our organization”, said Mike Farmer, Vice-President of Sales and Marketing for Carefree of Colorado. “The addition of Dan and his team strengthens our focus and commitment to the industry”

DE Sales and Marketing will represent Carefree of Colorado for the aftermarket in the northwest as well as at certain distributor headquarter locations.