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JANUARY 12, 2007

BUSRIDE MAGAZINE HONORS MTR WESTERN WITH 2006 MOTORCOACH INDUSTRY ACHIEVEMENT AWARD

PHOENIX, AZ – BUSRide Magazine, the most trusted resource in the bus and motorcoach industry for more than 40 years, has named the preeminent Northwest motorcoach company, Meridian Transportation Resources, LLC, (MTR Western), as its 2006 recipient of the Motorcoach Industry Achievement Award, which the magazine will present January 19, 2007 to MTR Western's President and Founder, Darren Berg, at the United Motorcoach Association EXPO Vision Awards in New Orleans, LA.

The BUSRide Motorcoach Industry Achievement Award recognizes a motorcoach owner-operator who demonstrates excellence and innovation throughout its operations and business achievements.

"Darren Berg is a highly motivated individual whose insistence on quality and attention to detail stands as a benchmark for upscale charter and tour operations," says BUSRide Editor David Hubbard. "For only a four-year old company, MTR Western is clearly ahead of the curve, and its achievement has every bit to do with Berg's hand-picked team of managers and drivers."

Berg founded MTR Western in May of 2003, and in less than four years he and his team of motorcoach industry veterans have grown the company into one of the largest premium motorcoach companies in North America, with 100 vehicles and 238 employees in operation in Seattle, WA, Portland, OR, The Dalles, OR, San Francisco, CA, Salt Lake City, UT, Vancouver, BC and Calgary, AB, Canada.

"My interest in the bus business grows from my days with my grandfather who was a senior driver for Greyhound," Berg recalls. "He spent summers doing charter and tours by request in southern Oregon and occasionally I would ride along. A few tour operators would actually ask him to bring me along. That sparked my lifelong interest in buses and my desire to one day own a bus company."

MTR Western (www.mtrwestern.com) is profiled in more detail as the cover feature in the coming February 2007 issue of BUSRide magazine and at www.busride.com. Based in Phoenix, AZ, BUSRide is the most comprehensive trade publication for the motorcoach and transit bus industry, providing insider news and information, plus reports on the latest equipment and technological innovations.