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**FOR IMMEDIATE RELEASE**  
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**JOHNSON REFRIGERATED TRUCK BODIES FEATURES GAME-CHANGING  
ALL-ELECTRIC REFRIGERATION AT WORLDWIDE FOOD EXPO '09**

**RICE LAKE, WI,** – Johnson Refrigerated Truck Bodies ([www.johnsontruckbodies.com](http://www.johnsontruckbodies.com)), an industry leader in thermal efficient truck bodies and trailers, will feature a fiberglass refrigerated truck body with ElectriMax, All-Electric Refrigeration, when the company returns to Worldwide Food Expo (WWFE), October 28-31, 2009, at Chicago's McCormick Place.

Johnson's BOOTH# S4916, in the IDFA section (south hall), will feature a 21 foot fiberglass Dairy body with medium temperature ElectriMax Refrigeration - the first showing of ElectriMax at a major tradeshow since the product launch earlier this year.

“ElectriMax demonstrates game-changing, All-Electric technology for the food transport industry,” says Mayo Rude, director of sales and marketing. “ElectriMax not only saves companies thousands of dollars annually in refrigeration operation costs, it also saves companies from stiff TRU emission penalties and fines because it is EXEMPT from ARB's Transport Refrigeration Unit Air Toxic Control Measure (TRU ATCM).”

With nearly 40 percent of states across the US looking at TRU emissions regulations, Johnson will talk to companies about their All-Electric Refrigeration solutions and how they virtually eliminate emissions. All-Electric Refrigeration has no integral internal combustion engine, no diesel fuel, no particulate matter emissions, and no noise. The absence of diesel fuel alone significantly reduces annual operational costs. Low maintenance and long system life contribute to additional operational savings.

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Johnson fiberglass bodies lead the industry in thermal integrity and contribute to reduced refrigeration operation costs because of how well they maintain product temperature, even in extreme ambient conditions. Johnson representatives will educate companies on how body durability, longevity, and resistance to rust, corrosion or electrolysis contribute to the overall value of a Johnson refrigerated body.

Additionally, Ron Ricci, President, will speak in the Sustainability Pavilion on Friday, October 30, 2009, at 1:30 p.m. (CST). His presentation, “Green Refrigeration Equals Dairy Delicious Savings,” will provide an introduction to green truck refrigeration including the traditional understanding of all-electric cold plate systems and the cutting edge All-Electric Refrigeration solutions available today. Viewers will learn how cutting edge refrigeration is helping dairy, food service, and other distributors reduce operational costs, slash carbon emissions, and minimize replacement costs. Ricci will also discuss how All-Electric Refrigeration addresses transport refrigeration unit emission compliance regulations faced by companies in restricted geographic areas.

#### **About Johnson Refrigerated Truck Bodies**

Johnson Truck Bodies is recognized as the industry leader in refrigerated transport. With headquarters in Rice Lake, Wisconsin, Johnson is the innovator and manufacturer of molded [fiberglass refrigerated truck bodies](#) and specialized trailers that range from 8 to 36 feet in length. Johnson has a reputation for quality, durability, and innovative [All-Electric Refrigeration solutions](#) that are designed for many years of maintenance-free delivery. In business since 1932, Johnson Refrigerated Truck Bodies is a CARLISLE Company. For more information, visit [www.johnsontruckbodies.com](http://www.johnsontruckbodies.com).