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William K. Reilley Elected Chairman of Idealease, Inc. Board of Directors

Industry Leader and 34-Year Lease and Rental Professional to Serve for 2015-2016

North Barrington, Illinois—October 1, 2015—The shareholders of Idealease, Inc., North America’s premier full-service commercial truck leasing, rental and maintenance company, elected William K. (Bill) Reilley, President of Badgerland Idealease of Milwaukee, Wisconsin, as their Chairman of the Board of Directors for 2015-2016 at the company's 33rd Annual Meeting in Scottsdale, Arizona.



A truck industry veteran with more than 34 years of truck leasing and rental experience, Reilley has represented the Midwest Region on the Idealease Board of Directors since 2003.

Badgerland Idealease is a subsidiary of Lakeside International Trucks, headquartered in Milwaukee, Wisconsin. Badgerland Idealease is a commercial truck leasing, rental and truck maintenance company with eight locations in Southern Wisconsin and Northern Illinois.

Reilley began his career in the truck industry in 1971 working in the truck sales organization of International Harvester (now Navistar) in Chicago. He became a fleet sales manager in 1981. In 1984, Reilley was approved as the medium and heavy duty truck dealer for the Milwaukee, Wisconsin market, and his dealership became an Idealease affiliate. Over the past 33 years, Reilley has expanded his business to include eight full-service dealership locations in Wisconsin and Illinois. He has grown the fleet of Badgerland Idealease from three rental trucks in 1984 to a fleet of more than 600 units today. Badgerland Idealease has received the prestigious ONE Idealease award for operating excellence for 17 consecutive years.

Reilley has earned a number of important awards during his career. In 1999 and 2003, he was named Truck Dealer of the Year for the State of Wisconsin. In 2000, Navistar honored him as International Truck Dealer of the Year. Reilley was named the finalist for ATD Dealer of the Year in 2003 and 2014 from the American Truck Dealers Association.

“We are honored to have William K. Reilley serve as the Chairman of the Board for Idealease for 2015-2016,” said Dan Murphy, President and CEO, Idealease, Inc. “Bill is an industry veteran with a demonstrated ability to grow and sustain a highly successful lease and rental business. He has served as a member of the Idealease Board of Directors representing the Midwest for 13 years, and he previously served as Vice Chairman and Chairman of the Idealease Board from 2006 to 2008. Bill is a leader who is committed to excellence and we look forward to his leadership as Chairman.”

About Badgerland Idealease

Badgerland Idealease is a wholly owned subsidiary of Lakeside International Trucks Centers, the largest full-service medium and heavy-duty commercial truck dealership in Southern Wisconsin and Northern Illinois. Badgerland Idealease offers commercial truck sales, parts and service through its eight locations in Milwaukee, Janesville, Madison, Monroe, Racine, Random Lake and West Bend, Wisconsin and Rockford, Illinois. Badgerland Idealease supports a fleet of more than 600 trucks, tractors and trailers provides full service commercial truck lease and rental, mobile and dedicated maintenance services, and a complete portfolio of support services including, 24/7 roadside assistance, safety and compliance information and training, fuel tax reporting, licensing and permitting, and more. Additional information can be found at www.lakesidetricks.com.

About Idealease, Inc.

For companies across North America, Idealease offers a safe, cost-effective and efficient alternative to commercial truck ownership through our comprehensive truck leasing, truck rental, and dedicated maintenance solutions. We are the industry experts at seamlessly transitioning businesses from truck ownership to full service leasing. Headquartered in North Barrington, Illinois, Idealease is a vertically aligned distribution network affiliated with International® Truck dealerships in more than 430 community-based locations. Idealease supports a fleet of more than 45,000 trucks, tractors and trailers with the most proficient, manufacturer-certified technicians, a vast parts inventory and the latest diagnostic equipment. Idealease employs the most seasoned and tenured truck leasing and rental professionals who have the expertise to create transportation solutions that can help reduce the risk and costs associated with commercial truck operations and fleet management. Additional information is available at www.idealease.com.