

**Coach America Holdings Inc. Appoints Laura Hendricks Chief Executive Officer**

-- Provides Update Concerning Financial Reorganization --

Dallas, TX, February 10, 2012 – Coach America Holdings Inc. today announced the appointment of Laura Hendricks as Chief Executive Officer, effective immediately. Hendricks most recently served as Coach America’s Senior Vice President for Business Development, overseeing Strategic Planning, Sales and Marketing. Her achievements in this capacity were notable amid a challenging operating environment, and included 7% revenue growth in 2011 compared to 2010, greatly improved traditional and digital marketing functions, and well-earned respect from employees, customers and suppliers.

Mike Haley, Chairman of the Board, commented, “Laura Hendricks is a proven executive both within our Company and the industry, and is the right person to lead Coach America through the financial reorganization process and into our next phase of growth. Her combined skill set in operations, finance, and management will serve us well going forward and, no less importantly, she brings considerable industry goodwill and the trust of our key stakeholders. As a senior leader, Laura has helped develop and deliver on Coach America’s growth in prior years, and with an improved capital structure we are confident that our full potential will be realized under her leadership.”

"Coach America is one of the nation’s leading motorcoach service providers which, for too long, has been constrained by an unsustainable balance sheet," Ms. Hendricks added. "The Company’s ongoing financial reorganization presents the best forum to address this specific challenge, but it is equally important that we accelerate business momentum. My immediate focus will be to work closely with our employees and customers on winning new business, strengthening the relationships we currently enjoy, and ensuring we maximize our considerable potential."

Separately, Coach America provided an update concerning its previously-announced financial reorganization process. The Company reiterated that it continues to work constructively – and as expeditiously as possible -- with its senior lending group on the terms of a proposed plan of reorganization that would recapitalize the balance sheet and position the Company for enhanced competitiveness going forward. On a parallel path, Coach America continues to utilize procedures under section 363 of the US Bankruptcy Code to attract an investment partner for the Company that would help ensure its continuation as a stronger, more competitive business going forward.

Coach America emphasized that the reorganization process remains ongoing, and that it will update the marketplace as developments warrant.

**About Coach America**

Coach America is the largest tour and charter bus operator and the second largest motorcoach service provider in the highly fragmented U.S. surface transportation industry. Headquartered in Dallas, Texas, Coach America provides transportation services throughout the entire United States. Services provided by Coach America include motorcoach charters, tours and sightseeing, commuter transportation, airport and casino shuttles, rail crew transportation and contract services for municipalities and corporations. Coach America operates the second largest fleet in the U.S. with over 3,000 well maintained vehicles, including over 1,600 motorcoaches, primarily under the well recognized Coach America, American Coach Lines and Gray Line brands. For more information, please visit [www.coachamerica.com](http://www.coachamerica.com).

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