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**Media Contacts:**

Hiebing  
Erin Elliott  
(800) 558-6701, Ext. 3555  
(608) 268-4405  
eelliott@hiebing.com

Schneider National, Inc.  
Janet Bonkowski  
(920) 592-2865 (o)  
(920) 655-0381 (m)  
bonkowskij@schneider.com

**Schneider National Driver Featured on CMT's TRICK MY TRUCK Friday, July 27**

*Owner Operator Dale Hayden's "For the Cure" Tractor Makeover Airs at 8:30 p.m. CST*

**GREEN BAY, WIS. – JULY 25, 2007** – A long-time driver for Schneider National, Inc. (a premier provider of transportation, logistics and intermodal services) will get a taste of reality-show fame on Friday, July 27. That evening, Dale Hayden of Lucama, N.C., will be featured on CMT's popular big rig makeover series, "Trick My Truck", premiering at 8:30 p.m. CST.

Friday's special episode of "Trick My Truck" features Hayden, who lost his mother to breast cancer in 1993. The episode shows how the Chrome Shop Mafia worked their unique brand of magic by transforming Hayden's 1999 International tractor into a moving tribute in her honor. The exterior design of the truck (now named "For the Cure") will help Hayden raise awareness of breast cancer as he drives Schneider's freight across the country. The interior is now a baseball lover's paradise—a perfect touch for the avid baseball fan and card collector.

"I still cannot believe it—I feel like I've won the lottery!" says Hayden. "Seeing it for the first time was an overwhelming experience. It tore me up when I saw the name of the truck painted on the back."

The second new episode of the season introduces Hayden, who believes family comes first—a value instilled by his late mother. After her death, Hayden made it his duty to look after his siblings, even putting his life and trucking career on hold to take care of his sister when she was badly injured in a fall last year.

"I was carrying a load from Louisiana to Florida when I got the call about my sister," he says. "Within a half hour, Schneider had found another driver to take the load the rest of the way so I could get home to



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her. In my nine years with Schneider, they've always been a good company to work for, so I was not surprised they were so accommodating to my family's needs."

After a full recovery, Dale's sister searched for a way to thank Dale and sent in an application on Dale's behalf to CMT.

"We are thrilled that Dale's story will touch millions of viewers even after the episode airs," says Wayne Lubner, Vice President of Driver and Contractor Relations for Schneider National. "We wholeheartedly support his efforts to spread the word about breast cancer awareness and commend his dedication to the cause. He is truly inspiring—and deserving of this amazing experience."

As a result of the makeover, Hayden hopes to promote breast cancer awareness and prevention while traveling with his wife and his German shepherd, Trucker, in his newly redesigned rig. His wife, Loretta, retired from her 29-year teaching career in December to join her husband on the road; the couple plans to make appearances in an effort to raise awareness about the disease. Hayden and his truck are scheduled to participate in the upcoming Special Olympics Convoy in Raleigh, N.C., in September.

For more information about the "Trick My Truck" series, please visit [www.cmtpress.com](http://www.cmtpress.com).

#### **About CMT**

CMT, a unit of Viacom's MTV Networks (NYSE: VIA and VIA.B), is the leading television and digital authority on country music and Heartland entertainment, reaching more than 84 million homes in the United States. CMT and its Web site, [CMT.com](http://CMT.com), offer an unparalleled mix of music, news, live concerts and series and is the top resource for country music on demand. The network's digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT's broadband channel, CMT Loaded.

#### **About Schneider National, Inc.**

Schneider National, Inc. is a premier provider of truckload, logistics and intermodal services. Serving more than two-thirds of the FORTUNE 500® companies, Schneider National offers the broadest portfolio of services in the industry. The company's transportation and logistics solutions include One-Way, Intermodal, Transportation Management, Dedicated and Bulk. With wholly owned subsidiaries Schneider Logistics, American Port Services and American Overseas Air Freight, Schneider National is the only truckload carrier to offer customers end-to-end domestic and international logistics solutions.



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Headquartered in Green Bay, Wis., Schneider National has provided expert transportation and logistics solutions for more than 70 years. A \$3.7 billion company, Schneider National conducts business in more than 28 countries in North America, Europe and Asia, and continues to grow its international service offerings. For more information about Schneider National visit [www.schneider.com](http://www.schneider.com) or call (800) 558-6767.

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*Editor's Note: Before and after photos of Hayden's truck are available upon request. Interviews and photo opportunities with Hayden can also be arranged upon request.*