

DIESEL DIGEST



BIG CHANGES FOR THE BIG DOG!

As you've probably already heard, Bully Dog has expanded its operations. We have opened our new branch in Addison Texas. Contact BULLY DOG LS for: Sales and Technical service ... You can reach our highly trained staff at 866-285-5936.

All product returns should be sent directly to:

Bully Dog LS, LP
Attn: RMA Dept
3799 Arapaho Road
Addison, TX 75001

Billing procedures...
Payments should be sent to:

BDLS
PO Box 671493
Dallas, TX
75267-1493



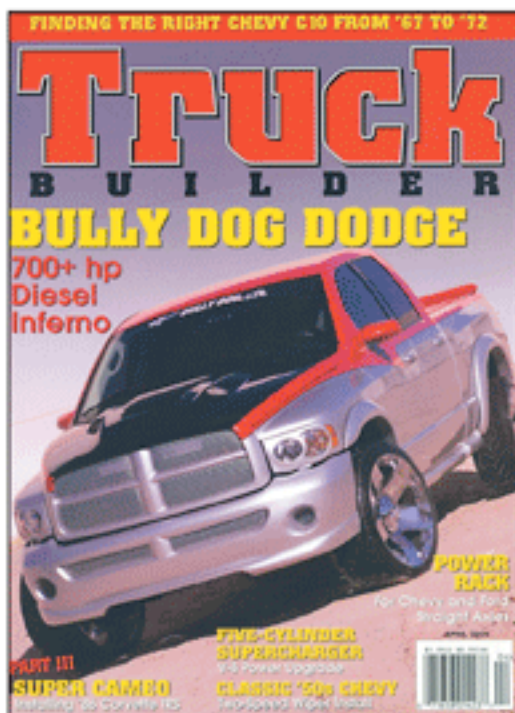
Payments for invoices dated 12-1-2005 and earlier will still be remitted to Bully Dog Technologies, 2854 West 2200 South, Aberdeen, ID 83210.

These changes will allow Bully Dog's Headquarters, based in Aberdeen, Idaho, to expand their Engineering and Research and Development departments. This will assure Bully Dog the ability to develop new products sooner and bring them to market quicker. These changes have already produced exciting returns as we were first to market with performance products on the 2006 Ford Power Stroke, 2006 Dodge Cummins and the 2006 GM Duramax.

Thank you for your continued support of Bully Dog products and our company. You have helped us to become the leader in the diesel market and for that we are truly grateful. We are very excited about these changes and look forward to your support as we continue to grow.

HOT STUFF!!!

Bully Dog's Diesel Inferno featured in April issue of Truck Builder Magazine and Trucks TV!



Bully Dog's Diesel Inferno 2005 Dodge Ram has been featured in the May issue of Truck Builder Magazine. The truck is featured on the cover of the issue while the editorial feature reviews the build up of this amazing truck with focus on the Bully Dog products that have been installed.

The photos were taken in Las Vegas following the 2005 SEMA, since that photo shoot the truck has been equipped with a new, more aggressive body kit and has been further tuned for maximum horsepower, on the Bully Dog dyno the truck has posted an amazing 880 horsepower at the wheels which is a World Record for a Common Rail Cummins engine.

Get the inside scoop on just how HOT Diesel Inferno really is!!

TRUCKS!

Featuring the new nitrous injection system, Triple Dog Downloader, Bully Dog and Outlook Exhaust Systems. This can't miss episode airs on Trucks TV on March 25.

2854 W. 2200 S.
Aberdeen, Idaho 83210
866-Bullydog • www.bullydog.com

BULLY DOG TECHNOLOGIES HITS THE TRACK

At the SEMA show in November Bully Dog accepted an invitation to participate in the hit television show Pinks which airs on Speed TV. The idea was simple, build a street legal diesel truck to drag race against another racer in hopes of winning their vehicle.

The simple idea was thrown out the window, the problem being that the crew here at Bully Dog are obsessed with power and soon there was a goal set of producing 800+ horsepower to the wheels of a Dodge Ram.

Upon race weekend the truck was producing 815 horsepower at the wheels with over 1500 foot pounds of torque, a record for a Common Rail Cummins engine at that time. On race day Bully Dog was matched to race against a beautiful Chevy 5-10 pick-up truck running a 383 race prepared motor with a dual stage nitrous kit. Both trucks came prepared, each with an advantage over the other. Pinks format is the best of 5 head-to-head 1/4 mile drag races and the winner takes the losers pink slip. Each of the races was hard fought with Steve (Sales Manager) doing the race negotiations and Cody (Technical Manager) behind the wheel, supported by our highly skilled mechanic staff. After four very intense races Bully Dog came out on top, winning 3 of the 4 races ran. Hats off to everyone in the company, this event showcased what we can do as a company when we work together towards a common goal.



The show will air on April 12th at 9:00 pm and 11:00 pm EST on the SPEED channel.



HAVE YOU CHECKED OUT ONE OF THE MOST POPULAR SITES ON THE INTERNET??- WWW.BULLYDOG.COM.

New information is being added daily and web traffic from customers, like our Triple Dog sales, are going through the roof. In February 2006, www.bullydog.com set a record as the busiest month ever, with 100,000+ more page views than January 2006. If your dealer information is not part of our database you are losing customers. Our dealer locator feature is the third most popular page on www.bullydog.com. Send all dealer additions and updates to shawn@bullydog.com, so that we can help you sell more products. Power Pup updates, where applicable, are now available through the Internet for both customers and dealers.

BULLY DOG IN PRINT!!

In addition to Diesel Inferno being featured in Truck Builder it will also be featured in a new diesel specific magazine named Diesel World, that feature will be seen in the upcoming months. A number of the other Bully Dog trucks that made their debut at SEMA will be featured in a number of upcoming magazines.

SSD, the Super Sport Diesel which was built on a 2006 Chevy Duramax 4X4 that features classic hot rod styling will be featured in a new magazine named Dirt Trucks on April 25th.

Tug Dog which was built on a Ford F-550 chassis is the companies vision of the Ultimate Towing Vehicle, it will be featured in an upcoming issue of Diesel World.

Look for these titles at your favorite magazine rack.

DON'T JUST TAKE OUR WORD FOR IT... SEE WHAT THE CUSTOMERS ARE SAYING:

Triple Dog Outlook Combo Ford

***** No "BULL" here...! - Ralph Cardone (Santa Clarita, CA)
DO NOT believe what you read, all of the claims & specs are WRONG! They're actually BETTER!! I have never been so happy with a product that not only lives up to its promises, but surpasses them! So, if you're thinking about making that purchase, stop thinking, JUST DO IT!

Gas Power Pup 98-05 GM

***** Nice Work - Ty (Billings, MT USA)
Tried superchip, and hypertech, they were ok, but tried this one and knew immediately that this was the one to have. Way more power than the other two, makes everything work better.

Triple Dog Outlook Combo GM

***** All I can say is "HOLY S*#@!" - Chad Hall (Las Vegas, NV)
I downloaded the "CRAZY LARRY" program from your web site and I literally smoke the competition. I can walk away from almost anything. I can't say enough for the Outlook Monitor, it keeps my EGT's at a safe level and is very simple to use. Thanks Bully Dog.



Triple Dog Outlook Combo Dodge

***** WOW!!!! The real deal!!!! - Eddie (Boca Raton, FL) I purchased this product and downloaded the crazy Larry upgrade for my 2006 2500 4X4 and it is just out of this world!! Outrageous power and excellent mileage when you need it, nothing can compare or get better than this!!!!

WHAT'S NEW?.....

New Products now available:

- 2006 Dodge Cummins Power Pup Downloader
- 2006 GM Duramax Power Pup Downloader

Fluid Damper by Bully Dog - May 12th

-The Fluid Damper is a torsional vibration controller, a crankshaft pulley and a viscous silicon filled damper. This product reduces crankshaft over spin with the use of a silicon filled damper rather than a rubber damper which you will find on a stock damper.

New Gas Power Pup Downloaders for the GM and Ford vehicles - Coming Soon

- The gas downloaders are going to take the market by storm. With these downloaders you will find the same ease of installation and reliability as the Bully Dog diesel downloaders.

Ask your salesman for more details.

WWW.BULLYDOG.COM