



The Oil Change Experts

FOR IMMEDIATE RELEASE

LUBE STOP ANNOUNCES ECOGUARD OIL CHANGE SERVICE OFFERING

Company Pursuing More Sustainable, “Closed-Loop” Oil Change Service to Help the Environment

Berea, Ohio, May 5, 2008 – The Lube Stop, Inc. (Lube Stop), Northeast Ohio’s largest independently owned quick oil change company, today announced the addition of the EcoGuard oil change service to its existing conventional, high mileage, and full synthetic oil change services. The EcoGuard service uses Lyden Oil Company’s ProGuard ECO Motor Oil made from re-refined base oil stocks that meets or exceeds all manufacturer requirements and current ILSAC, API and U.S. Military certifications. Lube Stop is the only quick oil change company in Northeast Ohio and one of the first in the United States to actively promote a more sustainable oil change service using re-refined motor oils.

The use of re-refined motor oil benefits the environment by reducing greenhouse gas and heavy metal emissions caused by burning used oil as fuel, reusing existing base oil supplies and preventing the improper disposal of used motor oil. According to the U.S. EPA, 42 gallons of crude oil yield the same amount of lubricant as one gallon of used oil. Re-refining is the highest use for used motor oil and is recommended by the EPA and U.S. Department of Energy.

The re-refining process separates base oil from the depleted additives and contaminants found in used motor oil. The reclaimed base oil is further re-refined into a state-of-the-art Group II+ base oil then blended with a new additive package, resulting in a dual-refined, “upcycled” product that meets or exceeds ILSAC GF-4 and API “SM” certifications. ILSAC and API certified re-refined motor oil is approved for use by all major auto manufacturers, including Chrysler, Ford, GM, Honda, Mercedes-Benz, Toyota and VW and is covered under new vehicle warranties.

“Our ProGuard ECO Motor Oil utilizes high quality re-refined base oils that are combined with premium additives to create a fully certified, high-performance motor oil,” said Breen Lyden, president and CEO of Lyden Oil Company. “Re-refining motor oil is a much better way to



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protect the environment and our economy by reducing heavy metal emissions, greenhouse gasses, and our dependence on foreign oil.”

The U.S. federal government, including the U.S. Military, U.S. Postal Service, General Services Administration, CIA, and FBI, adopted the use of re-refined motor oil in 1998 when it was mandated by President Bill Clinton as Executive Order 13101, section 507. The EcoGuard service should help Lube Stop secure more business from the 1,200 GSA fleet vehicles operating in Northeast Ohio by making a competitively priced re-refined oil change service widely available in the market. Re-refined motor oil has also been adopted and mandated by several state governments, including California, Indiana, New York and Pennsylvania.

“Given the capabilities of today’s re-refining technologies, the broad adoption and use of re-refined motor oil is long overdue,” said Tom Morley, president of Lube Stop. “Our EcoGuard oil change is a more sustainable service that helps the environment, helps differentiate Lube Stop and furthers our mission to become a more sustainable business. I don’t mind if competitors copy us on this one given the positive implications it will have for the environment.”

Lube Stop Pursuing a “Closed-Loop” Service

Lube Stop has recently partnered with Columbus-based Heartland Petroleum who will collect Lube Stop’s used motor oil. Heartland is completing the construction of the first oil re-refinery in Ohio and only the fifth such facility in North America. Once completed, Heartland will re-refine used oil, including oil from Lube Stop, to create 15 million gallons of Group II+ base oil stocks annually. Those base stocks will be used to blend more re-refined motor oil, ultimately creating a “closed-loop” system among Lube Stop, its suppliers and customers. The result is a more sustainable service that conserves natural resources, reduces emissions and prevents environmental contamination.

Pricing and Availability

The price of the EcoGuard oil change service will be \$36.99 and is immediately available at all Lube Stop locations in 5W30 and 5W20 viscosities. A 10W30 viscosity will not be offered. The concept for the service was born out of Lube Stop’s Sustainability Program, an ongoing program focused on reducing the company’s ecological footprint and improving the communities in



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which it operates. Additional details on how Lube Stop is working to help the environment in Northeast Ohio and beyond can be found in the ENVIRONMENT section of LubeStop.com.

About Lyden Oil Company

Lyden Oil Company was founded in 1919 and is headquartered in Toledo, Ohio. The company carries a full product line of high-quality lubricants from several major suppliers as well as its own ProGuard brands. Lyden addresses every aspect of the lubrication supply chain including quality product, competitive prices and on-time delivery schedules all to ensure customers always have inventory.

About The Heartland Group

Heartland Petroleum originated as a petroleum recycling company in Columbus, Ohio in 1948. Heartland Petroleum believes conservation and recycling of our natural resources is a necessity for the United States. The company's mission is to produce the finest quality industrial burner fuel available, and to serve customers with the very best recycling alternatives for industrial and commercial generators of used oil products. Heartland Petroleum currently recycles approximately 15 million gallons of used oil annually and has founded the Heartland Refinery Group, LLC, which will operate the first re-refinery in the state of Ohio. The Heartland Refinery is the fifth such facility in North America in 2008 to process and hydrotreat used oil back to 'virgin grade' base oil.

About The Lube Stop, Inc.

Founded in 1985, The Lube Stop, Inc. (Lube Stop) is the largest locally owned quick oil change company in Northeast Ohio with 37 locations in the Cleveland and Akron-Canton areas. Every month over 30,000 customers choose Lube Stop for a 20-Point Expert Oil Change without making an appointment. Lube Stop is one of the first companies in the industry to implement a formal sustainability program aimed at reducing the company's ecological impact. Every year, Lube Stop recycles over 400,000 gallons of motor oil, over 30,000 gallons of anti-freeze, and voluntarily recycles hundreds of thousands of oil filters.

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