



The Oil Change Experts

FOR IMMEDIATE RELEASE

LUBE STOP RECEIVES TRADEMARK FOR ECOGUARD® OIL CHANGE SERVICE

Re-Refined Oil Change Service Now Represents 46% of the Oil Change Services Company Performs

Berea, Ohio, August 26, 2009 – The Lube Stop, Inc. (Lube Stop), Northeast Ohio’s largest independently owned quick oil change company, today announced that it was awarded a registered trademark from the U.S. Patent and Trademark Office (USPTO) for the EcoGuard® re-refined oil change service. Launched in May 2008, the EcoGuard® re-refined oil change service now represents 46% of the oil change services performed at Lube Stop. Lube Stop was the first quick oil change company in the country to proactively market a re-refined motor oil service and, to the best of the company’s knowledge, is the first aftermarket automotive service provider in the country to receive a trademark for a re-refined oil change service.

Lube Stop uses Lyden ProGuard® ECO re-refined motor oil from Toledo-based Lyden Oil Company, which 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. The U.S. federal government (which includes the U.S. Military and the U.S. Postal Service) was mandated to use re-refined motor oil in 1998 by President Bill Clinton as Executive Order 13101, sec. 507. As a result, EcoGuard® has enabled Lube Stop to secure more business from the 1,200 GSA fleet vehicles operating in Northeast Ohio.

The use of re-refined motor oil benefits the environment in several ways. Its use helps reduce greenhouse gas and heavy metal emissions caused by burning used oil as fuel, reuse existing base oil supplies and prevent the improper disposal of used motor oil. Re-refining is the highest use for used motor oil and is recommended by the EPA and U.S. Department of Energy.

“The fact that 46% of our customers choose EcoGuard® proves that the market was ready for a re-refined motor oil change service,” said Tom Morley, president of Lube Stop. “The adoption of re-refined motor oils is long overdue and will help the environment, generate awareness around our use of a finite resource, and is a logical interim step towards reducing our overall dependence on foreign oil.”

EcoGuard® Now A “Closed-Loop” Service

Lube Stop has partnered with Columbus-based Heartland Petroleum who collects 400,000 gallons of used oil from Lube Stop annually. The used oil is delivered to Heartland’s new, state-of-the-art refinery in



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Columbus, only the fifth such facility in North America, and re-refined back into Group II+ base oil stocks. Lyden Oil Company delivers the base stocks to Pinnacle Oil Inc. in Indiana and Allegheny Petroleum Products Co. in Pennsylvania where the base stocks are blended with new additive packages and made back into ILSAC and API certified motor oils. Lyden Oil then supplies Lube Stop with the finished lubricants. This innovative supply-chain reduces costs, reuses finite resources, and results in a smaller carbon footprint compared to the production and distribution of conventional motor oils.

About The Lube Stop Sustainability Program

Formally launched in December 2007, The Lube Stop Sustainability Program (LSSP) is an ongoing program comprised of six key practice areas focused on reducing the company's ecological footprint and improving the communities in which it operates. Lube Stop is one of the first companies in the quick oil change industry to launch a formal sustainability program. Additional details on how Lube Stop is working to help the environment in Northeast Ohio and beyond can be found at LubeStop.com/environment.asp.

About The Lube Stop, Inc.

Founded in 1985, The Lube Stop, Inc. (Lube Stop) is the largest locally owned quick oil change company in 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. For more information, visit LubeStop.com.

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