



FOR IMMEDIATE RELEASE

LUBE STOP ANNOUNCES \$5 DISCOUNT FOR ECOGUARD OIL CHANGE ON EARTH DAY

Industry Association Introduces Sustainability Guidelines for 800 Quick-Lube Members

Berea, Ohio, April 16, 2010 – The Lube Stop, Inc. (Lube Stop), Northeast Ohio's largest independently owned quick oil change company, announced a \$5 discount off all EcoGuard® oil changes to celebrate Earth Day on April 22nd. Earth Day was founded to inspire awareness and appreciation for the Earth's environment. 2010 marks the 40th Anniversary of this national event.

Lube Stop was the first quick oil change company in the country to offer a more sustainable oil change service using re-refined motor oils, and the EcoGuard® oil change service has since caught on in every part of the country. 47% of Lube Stop's customers now choose the EcoGuard® oil change service. This \$5 one-day discount will be available to all customers on Thursday, April 22, 2010.

Also in honor of Earth Day and for the second year, Lube Stop is sponsoring the Earth Day Coalition's EarthFest 2010 at the Cleveland Metroparks Zoo, the nation's longest-running Earth Day celebration. This event will be held at the Zoo on April 18 from 10 a.m. – 5 p.m.

AOCA Announces 'Sustainability Guidelines'

Earlier this week, the Automotive Oil Change Association (AOCA) announced and distributed officially endorsed 'Sustainability Guidelines' to serve as a template for its 800 members. The AOCA's uniform set of practices include recycling all oils, fluids and oil filters using a certified recycler; implementing recycling programs for materials beyond oil change waste; developing internal policies promoting spill prevention, control and response; and introducing company policies for reducing energy use, like turning off lights and computers when not in use.

"The 'endorsed' guidelines were developed by the Green Committee as actions that every operator can do, regardless of their size or location," said AOCA President Chris Tolsdorf, a quick-lube operator in West Chester, Pa. "The guidelines also include 'suggested' practices that might be done depending on an operator's particular circumstances." Tom Morley, president of Lube Stop, serves as Chairman of the AOCA Green



The Oil Change Experts

Committee and played a key role in developing the industry guidelines. The complete set of AOCA ‘Sustainability Guidelines’ is available at <http://www.aoca.org/pdf/sustainability.pdf>.

About The Lube Stop, Inc.

Lube Stop helped revolutionize the oil change concept in 1985. Today, Lube Stop is Ohio’s largest independent quick-oil change company, operating 37 stores in Cleveland, Akron, and Canton, and services 30,000 customers a month. Lube Stop is now spearheading the adoption of sustainable business practices within the industry and is the first quick-oil change company to establish a formal sustainability program and to offer a re-refined oil change service which it trademarked as EcoGuard®. Visit LubeStop.com to learn more.

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