

Lube Stop Announces Appointment of Tom Morley as New President
Company Launches Three New Marketing Initiatives

Berea, Ohio, April 5, 2004 – The Lube Stop, Inc. (Lube Stop), NE Ohio’s largest independently owned quick oil change company, today announced that Tom Morley has joined the company as president, reporting to Jerry Forstner, founder and owner of Lube Stop. Morley, with the assistance of a veteran management team, will be responsible for the company’s day-to-day operations as well as corporate strategy and marketing.

“It is a rare opportunity to lead a company with such great people and such a commanding position in a local market,” said Tom Morley, president of Lube Stop. “Lube Stop has demonstrated over 19 years of success in Northeast Ohio and I plan to build on that.”

Morley, a native of Cleveland, received a BA degree in American History from Hobart College, Geneva, NY and an MBA with emphases in Corporate Strategy and Marketing from the University of Michigan, Ann Arbor. Morley brings to Lube Stop a diverse background in agency and corporate marketing. Prior to graduate school, he was with Rational Software, an \$800 million software development company acquired by IBM for \$2.1 billion in January 2003.

Lube Stop Launches Three New Marketing Initiatives

Lube Stop also announced today three significant marketing initiatives involving the company’s website, greet cards and radio advertising. Today, the company launched a completely redesigned website, LubeStop.com, with the goal of turning web traffic into shop traffic. LubeStop.com now enables customers to find Lube Stop locations easily by area code, print online coupons good at any location, and learn about additional preventative maintenance services offered.

In addition, Lube Stop teams will be greeting customers with completely reworked greet cards, designed to make it easier and more convenient for customers to choose the services they need. The new greet cards include three specific oil changes, including the Expert Change, Expert Plus, and a new High Mileage oil change (for cars over 75,000 miles) which includes up to five quarts of Mobil Synthetic Blend High Mileage oil.

Lastly, Lube Stop will be running a revolutionary radio spot for the company over the course of the next several weeks, which creatively articulates the company's value proposition and builds on the now familiar Lube Stop jingle known by many Northeast Ohioans. The radio spots will be airing on several area radio stations.

About Lube Stop

Founded in 1985, Lube Stop is the oldest and largest privately owned quick oil change company in Northeast Ohio. With 38 convenient locations in the Cleveland and Akron-Canton areas, Lube Stop is headquartered in Berea and employs 240 people. Every month over 30,000 customers choose Lube Stop, and its Complete 19-Point Service, for their vehicle's preventive maintenance needs while waiting in the comfort of their own vehicles. More corporate information, a shop locator, and online coupons are available at LubeStop.com.

###