



FOR IMMEDIATE RELEASE

LUBE STOP RECEIVES GREEN PLUS CERTIFICATION

Lube Stop is the First Quick Oil Change Company in the Country to Achieve Certification

Berea, Ohio, August 31, 2010 – Lube Stop today announced it has received Green Plus™ Certification from the Institute of Sustainable Development for its innovative and sustainable business, environmental, and community-focused practices. Lube Stop is the first quick oil change company in the United States and the second company in Ohio to achieve Green Plus Certification.

Green Plus is a rigorous certification and education program that certifies small businesses and nonprofit organizations in the areas of triple bottom line sustainability. The points-based certification process includes an 86-question online diagnostic survey, a customized evaluation and planning process, thorough document review and verification, and a site audit.

"Lube Stop's innovations - which save money and protect its hometown environment - have made it one of the first auto-related businesses in the country to achieve Green Plus Certification," said Chris Carmody, executive director of the Institute for Sustainable Development. "Lube Stop is a national leader in demonstrating how doing the right thing by one's community and environment is also good business," Carmody concluded.

Lube Stop began the Green Plus certification process in January 2010 and achieved certification in seven months. The company adopted several new practices based on the diagnostic survey results and the requirements of the certification process. Specifically, a companywide recycling program was developed with Republic Services and Allied Waste eliminating over 65% of the company's waste stream. Also, several practices were implemented at the new corporate headquarters including low-VOC paint and Interface flooring and 30% post-consumer recycled paper was adopted companywide.

"According to a 2009 Grail Research report¹, 93% of consumers find a company's sustainability practices at least somewhat important to their purchasing decision," said Tom Morley, president of Lube Stop. "Green Plus is the standard for small business sustainability recognition and certification, a certification that will grow increasingly important as more and more small businesses try to position themselves as 'green'."

1. http://www.grailresearch.com/pdf/ContentPodsPdf/The_Green_Revolution.pdf



About Green Plus

The *Green Plus*[™] program helps educate and certify small businesses and nonprofit organizations in the areas of triple bottom line sustainability (people, planet, and performance). As the flagship program of the Institute for Sustainable Development, *Green Plus*[™] focuses on an organization's policies and procedures and therefore applies to businesses across sectors and industries. Green Plus is the official small and medium sized enterprise sustainability program of the American Chamber of Commerce Executives comprised of 1,300 members nationally.

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 more than 25,000 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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