



PRESS RELEASE

Heartland Automotive Services, Inc., dba Jiffy Lube, Acquires Cajun Lube Stores in Louisiana

OMAHA, Neb., July 14, 2010 - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the acquisition of Cajun Lube and CCR Lubes, the operator of 12 Jiffy Lube retail service centers throughout Louisiana. The integration of the Cajun Lube stores will give Heartland Automotive an entry into a new market and will strengthen the company's base in the Southern United States in preparation for future expansion.

Jiffy Lube Heartland is trusted by consumers and recognized by the industry as the best place for quick professional vehicle care. The company accomplishes this by exceeding guests' expectations everyday with consistent "Jiffy Lube Signature Service® Oil Change" delivered through a dedicated organization of friendly, knowledgeable, and professional teammates. The company is committed to leading the quick lube industry with clean, safe, and attractive facilities; well trained and courteous teammates; respect for the environment and recycling; and by providing the highest quality Pennzoil® products and important vehicle maintenance services to ensure they are the first choice of every consumer.

"The Cajun Lube stores represent a significant opportunity for our company, and the geographic locations create great synergy with our future plans," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. "We are excited about the investment in reimagining stores that Cajun Lube has already made, as well as their experienced team of professionals who are dedicated to serving the consumers of Louisiana."

All 80 of the incumbent Cajun Lube teammates will be invited to remain in their current positions following the Jiffy Lube Heartland acquisition. In addition, Heartland brings new health care insurance and retirement benefits not previously available to them.

"We are very proud to have served the Louisiana market with best in the industry Jiffy Lube Signature Service Oil Changes," remarked Dwight Epperson, previous owner of Cajun Lube. "Integrating with the Heartland Jiffy Lube system was a natural fit to benefit both companies while still providing a great experience to all consumers in the market."

Consumers in the Lake Charles, and Alexandria markets, as well as various additional locations in Northern Louisiana and New Orleans, will continue to enjoy the same Signature Service Oil Changes, Pennzoil branded motor oil, preventative maintenance, and state inspection services they have always

received – in addition to an intense focus on guest service as the company strives to turn consumers into guests for life.

About Heartland Automotive Services, Inc., dba Jiffy Lube

The American quick lube industry provides more than 100 million oil changes every year from more than 10,000 standalone locations. Within this industry, Heartland Automotive Services, dba Jiffy Lube, is the largest operator of quick lube retail service stores. Operating over 400 Jiffy Lube locations from coast to coast and serving nearly 5 million guests each year with more than 3,500 professional teammates, Heartland strives to provide a great experience for every valued guest on every visit.

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