

## PRESS RELEASE

### Heartland Automotive Services, Inc., dba Jiffy Lube, will Relocate its Corporate Office to Dallas, TX

**OMAHA, Neb., July 1, 2010** - Heartland Automotive Services, Inc., the largest franchisee of Jiffy Lube Stores in the country, has announced a plan to relocate its corporate office to Dallas, TX. Heartland Automotive operates nearly 400 locations within 17 markets across the country. Efficient accessibility to all markets was a key factor in the decision to relocate the corporate office to the Dallas area with the DFW airport located minutes from the office complex. The Dallas area is also well suited to meet the needs of the future company expansion plans.

All corporate office staff is invited to remain with the company and to relocate to the new office. "We recognize the tremendous knowledge and experience in our current group of corporate office personnel and we want them to relocate with us" Brett Ponton, Chief Executive Office said.

The transition to Dallas is expected to begin late this summer or early fall, 2010 and to be completed well before the end of the year. Heartland Automotive Services still has strong ties to Omaha as the Central Division Office will remain headquartered in Omaha. The company operates 18 stores in the Omaha area, with additional plans to expand in the market.

#### ***About Heartland Automotive Services, Inc.***

*The American quick lube industry provides more than 100 million oil changes every year from more than 10,000 standalone locations. Within this industry, there is one dynamic growing company that stands out from the rest – Heartland Automotive Services, dba Jiffy Lube, the largest franchisee of quick lube retail service stores in the country. Operating about 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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