

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Free All® 'POWER Seller' Promotions to Award Monthly \$100 Retailer Gift Cards to WDs and Jobbers

Aggressive New Offers Support Continued Growth of Silicone-Free, Body Shop-Safe Automotive Chemicals from Federal Process

CLEVELAND, OH – Jan. 9, 2008 – Warehouse distributors and jobber parts professionals can receive free \$100 retailer gift cards by tapping into the power of the revolutionary Free All® rustbreaking penetrant and Lube-It All® penetrating lubricant through an aggressive new promotional program from Federal Process Corporation.

The Free All “POWER Seller” promotions, open to any North American distributor or jobber carrying the Free All and/or Lube-It All products, will deliver these awards to front-line automotive parts professionals:

- \$100 national retailer gift card to each month's top-selling automotive parts store location (Free All and/or Lube-It All products; 100-can minimum quantity to qualify)
- \$50 national retailer gift card to the WD sales representative who services the winning store
- \$500 year-end gift card assortment to the top-selling automotive store location of 2008
- \$100 gift card to the WD sales representative servicing the year-end winning store

All jobbers registered in the Free All “POWER Seller” promotions will automatically receive a variety of free promotional items and product samples.

Free All Deep Penetrating Oil and Lube-It All Deep Penetrating Lubricant are the industry's premier professional service bay chemicals. Because they are

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100-percent silicone free, these powerful timesaving tools are ideal for all repair environments, including body shops and refinishing operations.

Long a favorite in the heavy industrial market and other demanding industries, Free All Deep Penetrating Oil is rapidly changing the way automotive technicians use rustbreakers. Formulated to substantially outperform other rust penetrants – including brands sold both in the automotive channel and through mass-market retailers – Free All “eats” rust to quickly free even the most corroded fasteners. Free All is offered in several convenient sizes, including 12-, 6- and 1-ounce spray cans and 1-gallon container.

The industrial-strength Lube-It All formula is a moly-based deep penetrating lube that displaces 1,200 times its volume in water on surfaces to repel moisture while forming a thin, dry lubricating coat. This advanced formula penetrates through fine gaps on assembled parts and obstructed surfaces. Lube-It All is offered in 12- and 6-ounce aerosol cans.

To enroll in the Free All “POWER Seller of the Month” program, contact your automotive parts distributor, go online to www.FreeAllOil.com/POWER, or call 1-800-660-6140.

Free All Deep Penetrating Oil and Lube-It All Deep Lubricating Oil are manufactured and marketed by Federal Process Corporation, Cleveland, Ohio. Since 1915, Federal Process has leveraged its chemical expertise and experience within key markets to help enhance user productivity.

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