

NEWS RELEASE

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FOR IMMEDIATE RELEASE

HELPING DISTRIBUTORS TAKE THE 'COMMODITY' OUT OF A KEY PRODUCT CATEGORY

Leading WDs Growing Their Sales by Offering Differentiated, Powerful Free All® Deep Penetrating Oil from Federal Process

LAS VEGAS, Oct. 31, 2006 – When it comes to selling rust penetrants to professional technicians and serious do-it-yourselfers, carrying the same brands and products as Wal-Mart or any other mass-market retailer isn't exactly the ticket to long-term success. That's why a growing number of automotive distributors and jobbers are now offering a premium, differentiated rust penetrant that was formulated by professionals for professionals.

Free All Deep Penetrating Oil from Federal Process Corporation will never be on the shelves at Wal-Mart, and that's a good thing for automotive customers, according to Federal Process Automotive Products Manager Marc Spector.

"Several brands of rust penetrants are now available not only through WDs and jobbers, but also mass-market retailers who have greater buying power and can typically offer a much better price," Spector said. "Aftermarket WDs and jobbers can do much better by differentiating themselves and offering only professional-grade products that outperform the other brands."

Mike Lucas, purchasing manager for Hahn Automotive, Rochester, N.Y., agrees: "Free All isn't 'footballed' around out there; it's not what I would consider a commodity," Lucas said. "Free All's quality and selective availability are its top selling points. You can't walk into a Seven-Eleven or Wal-Mart and find it; it's sold exclusively through auto parts stores."

Another important differentiator is the aftermarket-exclusive, technician-focused marketing campaign that helps pull Free All through the distribution channel. "Free All put their money where their mouth is," said Steve Mills, sales

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representative for Robert Elgart & Sons, Philadelphia. “They are constantly making sure we have what we need and are instrumental in helping us sell the product.

“The biggest positive about working with Free All is that they support you to get the product moving off the shelf. The formula and exclusivity help an independent jobber generate a profit.”

Free All creates custom direct-to-countermeasures and direct-to-technician training and sampling programs to meet specific customer needs.

“We don’t just develop and launch functionally superior products; we also create comprehensive marketing programs that help drive traffic to our customers’ stores,” said Spector.

Free All’s exclusive rust-eating formula quickly and easily dissolves corrosion and minimizes the torque requirements for freeing virtually any fastener or other part. Unlike competing products, the silicone-free Free All formula is safe around all automotive finishes.

For additional information regarding Free All and the complete line of automotive chemical and cleaning products from Federal Process, please visit www.FreeAllOil.com, or call 1-800-660-6140.

The new automotive chemicals 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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