

NEWS RELEASE

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JOIN THE REVOLUTION AT THE ACTION-PACKED FREE ALL WEB SITE

Company Launches Updated www.FreeAllOil.com Site; Includes Complete Automotive Chemical Portfolio, Powerful Performance Testimonials

LAS VEGAS – October 31, 2006 – Free All Deep Penetrating Oil – a revolutionary rust breaker – has changed the landscape of the automotive chemical segment, telling its complete story on the updated www.FreeAllOil.com web site. Loaded with tons of new features, testimonials and information, the new Free All site provides insight into the complete automotive chemical line from Federal Process Corporation.

“Free All continues to revolutionize the rust-breaking category,” said Marc Spector, automotive manager, Federal Process. “Technicians, do-it-yourselfers and enthusiasts have turned to Free All to free even the toughest frozen parts, and now they can turn to FreeAllOil.com to find all of the information they need about our other powerful, time-saving products.”

Manufactured and marketed by Federal Process Corporation, Free All[®] Deep Penetrating Oil features a silicone-free formula that penetrates rust and corrosion without time-consuming torching, chiseling or wrenching.

Visitors to the site can access the latest news and product information about Free All and the other products from Federal Process Corporation, including Tub-O Towels, Lube-It All, Premium White Grease, and Power Scrub.

Visitors can view easy-to-read test results measuring Free All’s rust-breaking capabilities with competing products plus read real-life accounts about the power of Free All.

Highlighting success stories submitted from Free All users, visitors can submit their own testimonial to earn valuable Free All icon goods. The site also

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features the latest appearances of Free All and the other chemical products in popular automotive, marine and enthusiast publications. Additional site features include a “Dealer Locator” tool and MSDS information.

For additional information about the full automotive chemical line 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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