

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### FEDERAL PROCESS SHOWCASES COMPLETE, DIFFERENTIATED AUTOMOTIVE CHEMICAL LINE AT AAPEX

#### *Company Launches Chemical Tool Kit for Service Technicians, Versatile Product Line Minimizes Service, Clean-Up Time*

LAS VEGAS – October 31, 2006 – With a unique focus on differentiated products and partnering with customers to invigorate chemical sales, Federal Process Corporation will present a complete automotive chemical portfolio at AAPEX 2006, uniquely positioned to expedite production in the service bay and drive repeat customer sales.

The new chemical line includes the industry-leading Free All Deep Penetrating Oil, an exclusive formula that reinvented the rust breaker category and helps minimize service bay repair times.

“Technicians and enthusiasts were very vocal during our launch of Free All,” said Marc Spector, automotive manager, Federal Process. “Through hundreds of calls, website submissions and emails, it was clear that they appreciated Free All’s unique strength and formula. Our approach to our other chemicals is the same: provide unique, differentiated technician productivity tools, and you’ll have a customer for life.”

Available now through the automotive channel, the Free All automotive chemical portfolio is backed by an impressive marketing and grassroots program. “We offer specialized product sampling programs, high-impact brand advertising and other programs that can be tailored to any business,” he said.

The new Free All automotive product line includes:

#### **Free All Deep Penetrating Oil**

Recognized by technicians and DIYers alike, Free All Deep Penetrating

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Oil's silicone-free chemistry easily and quickly frees rusted parts or fasteners without laborious and time consuming torching, drilling or chiseling. Safe around paint and body shop environments, Free All is offered in several convenient sizes, including 12-, 6- and 2-ounce spray cans and 1/2 -ounce single-use bottles.

### **Tub-O Towels**

Ready to remove the toughest grime encountered in any service bay, heavy-duty Tub-O Towels non-toxic wipes offer hassle-free hand and surface cleaning. Tub-O Towels utilize a fast-cleaning citrus-based chemistry fortified with glycerin, jojoba, vitamin E and aloe vera skin protectors. The towels are offered in several sizes and packages, including durable 10-in. by 12-in. single-towel packs (25- or 100-unit case) or convenient 90-towel re-sealable canister (six canisters per case), plus a new handy, smaller 40-towel pack.

### **Lube-It All**

A powerful new dry-film protective lubricant that helps eliminate friction, abrasion and corrosion issues, Lube-It All instantly forms a robust, dry coating that easily penetrates fine scratches and gaps to protect assembled parts and obstructed surfaces. Lube-It All contains a unique molybdenumdisulphide technology to lubricate all metal surfaces to prevent rust and corrosion and does not attract dust. Lube-It All is offered in 12- and 6-ounce spray cans and ½ ounce sample bottles.

### **Premium White Grease**

White Grease with Long-Lasting White Lithium, a premium, highly density lubricating grease, provides superior protection against abrasion and corrosion in any automotive or industrial application. Safe for use on any metal, plastic or painted surfaces, the new grease also extends the life of parts by providing friction resistance. Available in a convenient 14-oz.

aerosol can, the grease is effective from -20-degrees to 275-degrees Fahrenheit.

### **Power Scrub**

Enhanced with highly effective grit scrubbers, Power Scrub is formulated to remove virtually any tough soil, including grease, adhesives, sealants, tar, and oil. For use with or without water, Power Scrub features a blend of essential oils plus lanolin and aloe to protect and condition hands from multiple daily hand washing. Power Scrub is available in two convenient sizes: a 15-oz. individual bottle and a group-use 1-gallon pump bottle.

For additional information about the full automotive chemical line from Federal Process, please visit [www.FreeAllOil.com](http://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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