

PRESS RELEASE

Heartland Automotive Services, Inc., dba Jiffy Lube, Acquires Empire Lube Inc., 11 stores in Long Island and NYC.

IRVING, TX., February 23, 2011 - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the acquisition of Empire Lube Inc., 11, the operator of Jiffy Lube retail service centers throughout Nassau County, Brooklyn and the Bronx NY. The integration of the Empire Lube stores will give Heartland Automotive an entry into a new market and will strengthen the company's base in the Eastern United States in preparation for future expansion.

Jiffy Lube Heartland is trusted by consumers and recognized by the industry as the best place for quick professional vehicle care. The company accomplishes this by exceeding guests' expectations everyday with consistent "Jiffy Lube Signature Service® Oil Change" delivered through a dedicated organization of friendly, knowledgeable, and professional teammates. The company is committed to leading the quick lube industry with clean, safe, and attractive facilities; well trained and courteous teammates; respect for the environment and recycling; and by providing the highest quality Pennzoil® products and important vehicle maintenance services to ensure they are the first choice of every consumer.

"The Empire acquisition represents a significant opportunity for our company and allows us to strengthen our presence in the Northeast," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. "We are excited about the investment Empire has made to reimage their stores, as well as their experienced team of professionals who are dedicated to serving the consumers of the greater New York metropolitan market."

All of the incumbent Empire Lube teammates will be invited to remain in their current positions following the Jiffy Lube Heartland acquisition.

Consumers in Nassau County, as well as the Bronx and Brooklyn will continue to enjoy the same Signature Service Oil Changes, Pennzoil branded motor oil, and preventative maintenance, in addition to an intense focus on guest service as the company strives to turn consumers into guests for life.

About Heartland Automotive Services, Inc., dba Jiffy Lube

The American quick lube industry provides more than 100 million oil changes every year from more than 10,000 standalone locations. Within this industry, Heartland Automotive Services, dba Jiffy Lube, is the largest operator of quick lube retail service stores. Operating over 425 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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