



## PRESS RELEASE

### Heartland Automotive Services, Inc., dba Jiffy Lube, Acquires Nebraska Lube, LLC., in Omaha and Lincoln Nebraska

**DALLAS, TX., January 19, 2010** - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the acquisition of Nebraska Lube, LLC., Centers within the Omaha and Lincoln markets of Nebraska. The integration of the Nebraska Lube Centers will broaden the footprint Heartland Automotive has in these markets from 18 to 24 stores. The addition of these stores strengthens their presence in Nebraska and continues to build upon the company's base in the central region of the United States.

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 Nebraska Lube stores are a synergistic addition to our existing store base and represents our continued commitment to serving the Nebraska markets with what we believe to be the best quick oil change in the industry," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. "These markets continue to represent a significant opportunity for our company, and these stores create great synergy with our existing locations." "We are very pleased to provide the consumers in the Nebraska market with additional Jiffy Lube locations that can quickly service their vehicles needs."

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

Consumers in the Omaha and Lincoln will now have more convenient Jiffy Lube locations to experience the Jiffy Lube Signature Service® Oil Change with Pennzoil® branded motor oil, as well as other preventative maintenance services to help keep their vehicles running longer – 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 400 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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