



PRESS RELEASE

Jiffy Lube Heartland Expands In Illinois, Wisconsin with 5 New Locations

Irving, Texas, December 1, 2011 - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, announced the recent acquisitions of five new locations in the Midwest – four in Illinois and one in Wisconsin.

The new acquisitions increase the total number of Jiffy Lube Heartland locations in the Chicago market from 41 to 45 and adds another location to a strong St. Louis market. The new locations include:

- Matteson, Ill. (20602 Cicero Ave.)
- Libertyville, Ill. (445 S. Milwaukee Ave.)
- McHenry, Ill. (1807 N. Richmond Rd.)
- Kenosha, Wis. (7449 Green Bay Rd.)
- Belleville, Ill. (5730 N. Belt)

“Growing our presence in the Midwest is an important part of our company’s plans,” said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. “We are excited about integrating each of these experienced teams of professionals and we welcome them into the Jiffy Lube Heartland family.”

Over the past several months, Jiffy Lube Heartland has embarked on an aggressive acquisition strategy, including areas in New York, Texas and both coasts. In 2011 alone, Jiffy Lube Heartland’s strategic acquisitions have grown its total number of locations nationwide by nearly 14 percent.

All of the employees across the newly acquired stores were invited to remain in their current positions following the acquisition. In many instances, Heartland brings new health care insurance and retirement benefits to the teammates not previously available to them.

Consumers across these markets will now have even more locations to choose from to experience the legendary Jiffy Lube Signature Service® Oil Change with Shell Oils’ 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.

“Our vision is to be trusted by consumers and recognized by our peers as the best place for quick, professional vehicle care within the neighborhoods we serve,” said Ponton. “We strive to do this by exceeding every guests' expectation, on every visit, with consistent ‘Signature Service’ delivered through our committed organization of friendly, knowledgeable and professional teammates.”

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 more than 455 Jiffy Lube locations from coast to coast and serving nearly 4 million guests each year with more than 3,800 professional teammates, Heartland strives to provide a great experience for every valued guest on every visit.

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