



## PRESS RELEASE

### Heartland Jiffy Lube expansion continues with acquisitions across multiple markets

**Irving, TX., July 19th, 2011** - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the recent acquisitions of multiple entities in the Midwest and West. In the Minneapolis, MN area, Heartland Automotive acquired the assets of Carpenter Lube Centers, LLC increasing the number of Jiffy Lube's in the market to 30. Heartland also purchased the assets of Fish Enterprises, LLC in Seattle, WA raising the total number of operating sites to 86 in the greater Seattle market. Additionally, the owner of 450 Jiffy Lube locations also purchased stores from Wisconsin Car Care, Inc in the Chicago area driving their store count to 41 in the market.

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.

"These recent acquisitions increase our presence in existing markets and are in alignment with the strategic growth plans we have for the company," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. "We are constantly reviewing our footprint and evaluating where we can strengthen our position within each of our markets. We are excited about integrating each of these experienced teams' of professionals and welcome them into the Jiffy Lube Heartland family."

All of the teammates across the newly acquired stores were invited to remain in their current positions following the Jiffy Lube / Heartland 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.

#### ***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 450 Jiffy Lube locations from coast to coast and serving nearly 5 million guests each year with more than 3,700 professional teammates, Heartland strives to provide a great experience for every valued guest on every visit.*

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