



PRESS RELEASE

Heartland Automotive Services, Inc., dba Jiffy Lube, Acquires Texas Oil X-Change, Inc., in Dallas/Forth Worth Metroplex

Irving, Tx., February 14, 2010 - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the acquisition of Texas Oil X-Change Inc., the operator of quick lube service centers in North Texas. The acquisition of the Texas Oil X-Change stores will give Heartland Automotive an entry into a new market and will strengthen the company's base in the Southern 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 Texas Oil X-Change stores represent a significant opportunity for our company, and creates a great platform for future growth in the south," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. "We are excited about integrating the experienced team of professionals dedicated to serving the consumers of North Texas into the Jiffy Lube Heartland family."

All of the incumbent Texas Oil X-Change store teammates will be invited to remain in their current positions following the Jiffy Lube Heartland acquisition. In addition, Heartland brings new health care insurance and retirement benefits not previously available to them.

"We are very proud and honored to have served the Dallas/Fort Worth Metroplex for 26 years thanks to our loyal and dedicated customers that visited our stores," remarked Bruce Williamson, previous owner of Texas Oil X Change, Inc. "I am comforted to know that integrating with the Jiffy Lube Heartland system will provide our employees an opportunity to continue providing an excellent service experience into the future."

Consumers in the Arlington market as well as various additional locations in North Texas have an opportunity 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 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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