



## PRESS RELEASE

# Heartland Jiffy Lube, Acquires Washburn Industries Mobil 1 Lube Express

**Irving, Tx., April 26, 2011** - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the acquisition of Washburn Industries Inc., the operator of Mobil 1 quick lube service centers in Central Texas. The acquisition of the Washburn stores expands Jiffy Lube Heartland Automotives' presence in Central Texas.

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 Washburn Industries' stores represent a significant opportunity for our company, and is in alignment with the strategic growth plans we have for Texas," 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 Central Texas into the Jiffy Lube Heartland family."

All of the incumbent Washburn Industries 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.

With the conversion from Mobil 1 Lube Express to Jiffy Lube, consumers will now have nearly 50 locations in the North Central Texas area 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 nearly 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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