

PRESS RELEASE

Heartland - Jiffy Lube, Acquires Constitution Lube in Connecticut

IRVING, TX., March 9th, 2011 - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, today announced the acquisition of Constitution Lube Inc., the operator of Jiffy Lube retail service centers throughout Hartford, New Haven and Fairfield counties. The integration of the Constitution Lube stores will give Heartland Automotive an entry into a new market and will strengthen the company's base in the Eastern 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 Constitution acquisition solidifies our commitment to continued growth in the Northeast," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland. "The team at Constitution has done a tremendous job in servicing the consumers in central Connecticut and we are looking forward to having their experienced, professional team join our organization."

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

Consumers across the Hartford, New Haven and Fairfield counties will continue to enjoy the same Signature Service Oil Changes, Pennzoil branded motor oil, and preventative maintenance, 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 440 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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