



PRESS RELEASE

Jiffy Lube Heartland Acquires 18 New Locations in Eastern Washington, Idaho, Oregon

Irving, Texas, December 15, 2011 - Heartland Automotive Services, Inc., America's largest Jiffy Lube Franchisee, has expanded into a new market with its acquisition of 18 locations in the Spokane, Wash. area and nearby communities in Idaho and Oregon.

This month, the company completed the purchase of 15 locations from Tri-City Fast Lube and three locations from Tuber Luber ownership groups.

"Building on Jiffy Lube Heartland's strong footprint in the Washington state area, this acquisition allows us to grow our presence in this region to more than 100 locations," said Brett Ponton, Chief Executive Officer at Jiffy Lube Heartland.

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 in the Spokane area and neighboring communities will be able to continue to experience the legendary Jiffy Lube Signature Service® Oil Change, but now with Shell Oils' Pennzoil® branded motor oil. They'll also continue to enjoy 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.

Some consumers in Washington are already very familiar with Jiffy Lube Heartland locations. In fact, its locations in Clallam and Jefferson counties were named as the "Place for Best Oil Change" by the *Peninsula Daily News* in August 2011.

The new Washington locations include eight in Spokane, two in Kennewick, and one each in Clarkston, Veradale, Richland, Pasco and Walla Walla. There are also two new locations in Lewiston, Idaho and one in Hermiston, Ore.

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 more than 16 percent.

"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 guest's 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 470 Jiffy Lube locations from coast to coast and serving nearly 4 million guests each year with nearly 3,900 professional teammates, Heartland strives to provide a great experience for every valued guest on every visit.

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