

Contact: Drew Shippy
Pinnacle Communication Group, Inc.,
(330) 688-3500, drew@pinnmedia.com

FOR IMMEDIATE RELEASE

PENDA® SKID RESISTOR™ BEDLINER HELPING RETAILERS ACHIEVE SALES MILESTONES

*Penda Boosts Industry's Top-Selling Premium Liner with Continued Enhancements
To Category-Best Skid Resistance, Protection Performance*

LAS VEGAS, NV, Nov. 1, 2005 –The Penda Skid Resistor, the truck accessories industry's first true "premium" drop-in bedliner, has helped Penda Corporation and hundreds of leading aftermarket retailers achieve a broad range of sales milestones. Yet the Skid Resistor, introduced in 2000, continues to evolve as a result of ongoing technology advances by Penda engineers.

The Skid Resistor helped Penda reach the 11-million-bedliner sales plateau in early 2005, at approximately the same time the company implemented a variety of material and design enhancements that helped increase the product's best-in-class skid resistance and bed-protection characteristics.

The Skid Resistor easily provides the category's most skid-resistant finish – a key bed-protection characteristic – through a proprietary material that is blended throughout the liner thickness. In addition to industry-best skid resistance, the material gives the Penda Skid Resistor the glossiest finish among all drop-in liners. The premium liner's deep-black finish also is virtually impervious to ultra-violet-induced fading, a key advantage over spray-on linings.

The Penda material includes an additional technology that enhances overall safety through dissipation of static electricity. The industry's first static dissipative bedliner formulation, Penda's material helps eliminate concerns about the build-up of static electricity at fuel pumps and in other potentially at-risk environments.

"The Skid Resistor is the quality and performance benchmark among all bedliners, drop-in and spray-on," said Jeff Rastocan, vice president of sales and marketing for Penda Truck Accessories. "We continue to apply our latest engineering achievements – particularly in

-more-

material formulation and manufacturing processes – to build on the Skid Resistor’s technology leadership. The result is a product that looks, feels and performs significantly better than the competition, which means increased sales and customer loyalty for Penda retailers.”

Penda, which sold its first bedliner in 1983, is a diversified manufacturer of premium truck accessories – sold under the Penda Truck Accessories brand – as well as custom thermoformed plastic products and water management solutions. The company operates a state-of-the-art research, manufacturing and headquarters facility in Portage, Wis., and an extensive fiberglass production facility in Daleville, Ala. Penda is recognized as one of the best-capitalized and most aggressive competitors in each of its product segments.

In addition to the Skid Resistor, Penda Truck Accessories offers the popular Pentaliner[®] bedliner, featuring molded skid resistance and a variety of other advanced characteristics that enhance truck protection and appearance, and the revolutionary Penda Venture[™] thermoplastic tonneau cover. The Penda Venture provides greater strength and durability than conventional fiberglass tonneaus without the extreme weight and limited versatility of existing products.

For additional information regarding the Penda Skid Resistor and other Penda Truck Accessories products, please visit the company’s SEMA Show exhibit (#31653), contact the nearest Penda retailer or log on to www.penda.com. To locate a Penda retailer, simply use the “Dealer Locator” feature at www.penda.com or call **(608) 742-5301**.

Penda Corporation, based in Portage, Wis., is a leading manufacturer of precision-engineered plastic and fiberglass components for the transportation industry and other markets. The company’s Penda Truck Accessories business unit is the premier supplier of original equipment and aftermarket light-truck bedliners and related accessories. The Penda Premier Solutions unit is a respected plastics engineering and manufacturing partner to customers around the world. Additional company and product information is available online at www.penda.com.

###