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FOR IMMEDIATE RELEASE

REVOLUTIONARY VENTURE™ TONNEAU COVER FROM PENDA REDEFINES CATEGORY THROUGH CONSTRUCTION, FUNCTIONALITY

New Penda® Venture™ Features Highly Engineered, Layered Composite Construction, and Ultra-Modern Styling for Today's Light-Truck Enthusiast

PORTAGE, Wis., Feb. XX, 2007 – The new **Penda Venture™** thermoplastic tonneau from Penda Automotive brings sophisticated styling, highly engineered functionality, and advanced features to the category.

The Penda Venture combines the strength and durability of patented, V-tech™ honeycomb composite construction with a wide range of advanced features that make it faster and easier to install, remove and use than any other rigid cover.

Available through leading truck accessories dealers across North America, the Penda Venture's unprecedented versatility is made possible through an exclusive V-hinge™ quick-release system that enables the truck owner to detach and remove the unit in a matter of seconds. The Venture also includes premium, quick-disconnect lift assists and the all-new dual-locking system, which keeps bed contents safe and secure.

The Penda Venture features a lightweight co-extruded tonneau body that is easy to raise, can quickly be removed for occasions when full truck bed access is needed, and provides the ultimate in security with an innovative single-key, dual-locking system. The Venture requires no drilling into the truck bed for installation.

The Venture's weather-tight sealing system prevents leakage and other concerns common to conventional caps and tonneau covers. The new tonneau also features a stylish, deep-black textured exterior finish that won't fade or crack.

Penda is supporting aftermarket sales of the Venture tonneau through a broad array of marketing activities and innovative merchandising tools. The company also has introduced a unique "mini-display" featuring a fully functional Venture unit that can be used to demonstrate the construction, V-hinge installation/removal, and security benefits to prospective buyers.

For additional information regarding the new Penda Venture thermoplastic tonneau or other Penda Truck Accessories products, please contact your 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**.

About Penda Automotive

Penda Automotive is a division of Penda Corporation, Portage, Wis., a leading manufacturer of precision-engineered thermoplastic components and technologies for the transportation industry and other markets. The Penda Automotive division is the premier supplier of original equipment and aftermarket light-truck bedliners, thermoplastic tonneau covers and popular vehicle accessories. Additional company and product information is available online at www.penda.com

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