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VENTURE™ THERMOPLASTIC TONNEAU COVER BY PENDA® FEATURED IN MAGAZINE'S 'PROJECT TUNDRA'

***2007 Toyota Tundra Installation the Focus of 'Light Truck & SUV' Magazine's
Trade Show Exhibit, March/April Issue Cover***

PORTAGE, WI, Feb. 25, 2008...The premium Venture™ thermoplastic tonneau cover by Penda Corporation will be the centerpiece of a leading industry magazine's trade show exhibit this week as well as the publication's March/April 2008 issue cover.

The revolutionary Venture tonneau cover, the first aftermarket product of its kind to deliver the sophisticated look and enhanced functionality demanded by today's truck owners, will appear as part of *Light Truck & SUV* magazine's "Project Tundra" vehicle customization series. The magazine's 2007 Toyota Tundra model has already been fitted with the Venture tonneau cover and will be on display during this week's 2008 Work Truck Show at the Georgia World Congress Center in Atlanta. (The Venture-equipped Tundra can be seen in the magazine's show exhibit, #2316).

The Venture-equipped Tundra also will be the focus of the magazine's March/April issue cover and "Project Tundra" feature article. *Light Truck & SUV* is read by more than 14,000 distributors, dealers and installers of light truck and sport utility vehicle accessories.

"The Venture tonneau cover has gained a great deal of momentum at both the trade and consumer levels. Industry professionals who see our latest model, for the Toyota Tundra, during the Work Truck Show in Atlanta and in the next issue of *Light Truck & SUV* magazine will see that a truly premium lightweight tonneau cover is now available to help them attract new customers," said Mike Deckard, vice president, sales and marketing, Penda Corporation.

Featuring ultra-precise engineering and premium styling customized to each truck model, the Venture tonneau cover by Penda enables truck accessories businesses to appeal to new customers who might ordinarily rely on dealerships for vehicle accessories. The sophisticated look and flawless finish of the new Venture tonneau cover are complemented by an extensive array of design and construction features that enhance the ownership experience. Among these are Penda's exclusive V-Tech™ honeycomb construction, which provides fiberglass-grade

strength and rigidity, and V-Hinge™ attachment system, which allows the truck owner to remove and re-install the cover in a matter of seconds.

The Venture tonneau cover stands out in retail environments thanks to its highly refined styling and a flawless, textured finish. The cover's ultra-premium smooth underside – in contrast to the unsightly ribs used in some competing units – further enhances the truck's appearance and increases cargo capacity.

Penda has launched the Venture tonneau cover with a highly interactive, consumer-friendly Web site, www.penda.com/venture, featuring product features and benefits, a comprehensive “Fit My Truck” application guide and “Dealer Locator” link.

For additional information regarding the Penda Venture tonneau cover, please call **1-866-PENDA-99**, or visit www.penda.com.

About Penda Corporation

Penda Corporation, Portage, Wis., is a leading manufacturer of precision-engineered thermoplastic components and technologies for the transportation industry and other markets. The company 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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