

**FOR IMMEDIATE RELEASE**

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**PENDA LAUNCHES 'TRUCK BUCKS PRO™' RETAILER PROGRAM,  
BOOSTS 'TRUCK BUCKS™' PAYOUT OFFERS FOR '07**

***New Truck Bucks PRO Platform Brings Powerful New Marketing Tools,  
Lucrative Visa® Dollar Sales Incentives to Truck Accessories Retailers***

**PORTAGE, WI...**Penda® Protection PRO, the industry's leading retailer incentive program, is now Truck Bucks PRO™, and the wildly popular Penda Truck Bucks™ sales rewards program is even bigger and better in 2007.

The unprecedented success of Penda Truck Bucks -- which rewards participating truck accessories professionals with exclusive Visa® dollars for each qualifying sale -- led the company to introduce Truck Bucks PRO for leading retail businesses. This new incentive program provides retailers with a comprehensive set of promotional materials and sophisticated merchandising tools designed to help maximize sales of the revolutionary Penda Venture™ tonneau cover, Penda Skid Resistor™ and Pentaliner® bedliners, and Hide-a-Hook™ tie-downs. In addition to these business-building tools, the new program offers PRO retailers increased Truck Bucks Visa dollar payouts throughout the year.

Penda Truck Bucks Visa dollar rewards are automatically deposited to each participant's Truck Bucks Visa prepaid incentive card. (Truck Bucks cards can be used for purchases at any business accepts Visa.) Penda is offering Truck Bucks payouts of up to \$25 for each qualifying sale in 2007. Penda also will repeat its popular "Truck Bucker of the Month" \$500 dollar bonus program this year.

"Penda Truck Bucks and the well-established Penda Protection PRO retailer program have been absolute homeruns for us. Now we're going for a grand slam by helping retailers leverage the full value of Truck Bucks through our new Truck Bucks PRO platform," said Mike Deckard, vice president of marketing and sales for Penda Corporation.

Truck Bucks PRO benefits include attractive apparel items, a Web locator to drive store traffic, innovative POS materials, access to exclusive consumer promotions, and bonus Truck Bucks Visa dollar payouts. Each member business also receives its choice of one free Penda Skid Resistor or Pentaliner bedliner. The cost of an annual membership is just \$199.

Point-of-sale materials included in the Truck Bucks PRO merchandising kit are a lighted indoor sign, attractive deskpad calendar, durable floor mat, colorful window clings, counter mat, and triangular ceiling dangler.

The 2007 Truck Bucks promotional calendar includes automatic Visa dollar rewards of up to \$25 for qualifying sales of the new Penda Venture thermoplastic tonneau cover, up to \$15 on each qualifying sale of the Penda Skid Resistor and \$10 on qualifying sales of Pentaliner bedliners. Penda also is offering limited-time \$20 Visa dollar incentives to members who visit the Penda "Truck University" Web page (located at [www.penda.com](http://www.penda.com)) and complete a self-directed product training module.

For additional information and to become a Penda Truck Bucks PRO retailer, contact your Penda distributor or call **1-866-PENDA-99**.

### **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](http://www.penda.com)

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