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**FOR IMMEDIATE RELEASE**

## **PENDA'S MAY TRUCK BUCKER EARNS \$500 VISA DOLLARS & PROMISES TO BUY LUNCH FOR COLLEAGUES**

### ***Midwest Wheel's Justin Jones Sells Record Number of Pentaliners & Hide-a-Hooks During Contest***

**PORTAGE, WI, July 3, 2007...**Co-workers of Justin Jones at Midwest Wheel, Des Moines, Iowa, are sure glad he won the Penda Truck Bucker of the Month title since he's paying for the entire warehouse to have lunch with his reward from Penda. Jones, who led the nation in sales of Penda truck accessories for May, sold a record number of Pentaliner<sup>®</sup> bedliners and Hide-a-Hook<sup>™</sup> tie-downs during the contest to earn a \$500 deposit on his Penda Truck Bucks<sup>™</sup> Visa<sup>®</sup> card.

"Everyone here had to work just as hard as I did to make this happen," said Justin Jones, inside sales, Midwest Wheel, Des Moines, Iowa. "I count on the warehouse to pull what my customers need so I thought it was only fair to share this reward!"

Jones, a Penda Truck Bucks member, said it's easy to sell Penda products, especially the drop-in bedliners. "I'm also really excited to sell the Penda Venture<sup>™</sup> tonneau cover. The Venture is the best out of everything that I've seen. It's a hard tonneau cover built to the same exacting engineering standards of any Penda product."

Jones is one of thousands of truck accessories retailers nationwide participating in the Penda Truck Bucks promotional program. The 2007 Truck Bucks promotional program includes a monthly "Truck Bucker of the Month" \$500 bonus program plus automatic Visa<sup>®</sup> 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 has launched a premium-tier Truck Bucks PRO<sup>™</sup> incentive program for participants who work at an authorized Penda retailer location. Truck Bucks PRO retailers enjoy bonus Truck Bucks Visa<sup>®</sup> dollar payouts, and receive a complete package of innovative point-of-sale materials, promotions, Internet locator listing and sales training tools. 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.

For additional information regarding the Penda Truck Bucks and Truck Bucks PRO programs, please call **1-866-PENDA-99**, or visit **[www.pendaautomotive.com](http://www.pendaautomotive.com)**.

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

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