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FOR IMMEDIATE RELEASE

GOODSELL TRUCK ACCESSORIES TAKES FOURTH WIN IN PENDA[®] 'TRUCK BUCKER OF THE MONTH' SALES CONTEST

***Steve Pruitt Takes Fourth Win for Company in National Sales
Contest for Top Sales in Country During July***

PORTAGE, WI, September 17, 2007...Goodsell Truck Accessories, Jacksonville, Ark., has captured its fourth sales win in the industry-leading "Truck Bucker of the Month" program from Penda. Steve Pruitt, sales manager, earned a \$500 deposit on his Truck Bucks prepaid Visa[®] incentive card for posting the highest sales of Penda truck accessories. Pruitt joined two-time winner Patsy Tucker and Stephen Mara at Goodsell Truck Accessories as Penda "Truck Bucker of the Month" title winners.

"As if you need any more incentive to sell Penda products," said Steve Pruitt, sales manager, Goodsell Truck Accessories. "But it is a great bonus! Once a customer sees and feels the difference of the Penda Skid Resistor, it's an easy sell."

Pruitt 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[®] 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.

For additional information regarding the Penda Truck Bucks program, please call **1-866-PENDA-99**, or visit **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

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bedliners, thermoplastic tonneau covers and popular vehicle accessories. Additional company and product information is available online at www.pendaautomotive.com

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