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**FOR IMMEDIATE RELEASE**

## **ALAMO TRUCK ACCESSORIES EMPLOYEE POSTS TOP PENDA SALES FOR MARCH & EARNS TRUCK BUCKS™ CONTEST TITLE**

### ***Accessories Consultant Dave Kyle Sells the Most Penda Ventures & Skid Resistors in the Nation During March***

**PORTAGE, WI, May 3, 2007...**The hugely popular Penda Truck Bucks incentive program continues to award \$500 deposits on participating Truck Bucks member's prepaid Visa® cards, and March's deposit will make a family vacation even better for Alamo Truck Accessories employee, Dave Kyle.

"I'm taking my sons to Sea World in July, and this will give us some extra spending money," said Dave Kyle, accessories consultant, Alamo Truck Accessories, El Paso, Texas. "The Penda Truck Bucks program is a great way to earn extra money while you're selling products like the Venture. The Venture is a great cover; customers like its versatility and how fast and easy you can remove it to use the truck as a truck."

Kyle won March's contest by selling the most Penda truck accessories, including the innovative Penda Venture™ thermoplastic tonneau cover and premium Penda Skid Resistor™ bedliner, in the nation. The March "Truck Bucker of the Month" earned the \$500 deposit on his Truck Bucks prepaid Visa® incentive card through his participation in the Penda Truck Bucks 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.

Penda also has launched a premium-tier Truck Bucks PRO™ incentive program for participants who work at an authorized Penda retailer location. Truck Bucks PRO retailers enjoy bonus Truck Bucks Visa® 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

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## MARCH TRUCK BUCKER/2

Penda Skid Resistor or Pentaliner bedliner. The cost of an annual membership is just \$199.

Penda also is offering limited-time \$20 Visa® dollar incentives to members who visit the Penda “Truck University” Web page (located at [www.pendaperspectives.com](http://www.pendaperspectives.com)) and complete a self-directed product training module.

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

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