

Contact: Drew Shippy
Pinnacle Communication Group, Inc.
(330) 688-3500, drew@pinmedia.com

FOR IMMEDIATE RELEASE

PENDA[®] NAMES GOODSSELL TRUCK ACCESSORIES EMPLOYEE WINNER OF SPECIAL TRUCK BUCKS[™] SALES CONTEST

***Employee Leads Nation in Bedliner Sales for October & Pockets \$500;
Penda Plans to Continue Enhanced Truck Bucks Program in 2007***

PORTAGE, WI, Dec. 1, 2006...Patsy Tucker, assistant sales at Goodsell Truck Accessories, Jacksonville, Ark., was named the "Truck Bucker of the Month" for her exceptional bedliner sales during October and was more than willing to accept a \$500 deposit on her Truck Bucks Visa card from Penda Automotive.

Awarded through Penda's Truck Bucks program, a hugely popular retailer and counterperson sales incentive program created in 2006, Tucker is one of thousands active Truck Bucks participants nationwide. Tucker led the nation in Penda bedliner sales this October.

"I've participated in the program all year and this was a great way to finish," said Patsy Tucker, assistant sales, Goodsell Truck Accessories. "Penda products are easy-to-sell, and the promotions are always exciting!"

Through the Penda Truck Bucks[™] program, truck accessories professionals receive a custom Truck Bucks Visa incentive card that automatically gains value with each qualifying sale of a Penda product. Penda plans to expand the retailer/counterperson program in 2007 with automatic Visa dollar incentives of up to \$25 for qualifying sales of the Penda Venture[™] thermoplastic tonneau covers during promotional periods, and other incentives on the sale of Penda Skid Resistor and Pentaliner bedliners. Penda also plans special promotional selling periods and to continue the "Truck Bucker of the Month" \$500 bonus program.

In addition to sales-based incentives, Penda offers periodic \$20 incentives to users who visit the Penda "Truck University" Web page and complete a self-directed training module.

Key Penda products that enable retail sales professionals to earn Penda Visa dollar incentives include the Penda Venture, the revolutionary thermoplastic tonneau cover combining super-strong, aerospace-style construction and premium functionality and security; the Penda Skid Resistor bedliner, offering best-in-class protection performance, skid resistance, gloss and fade resistance; and best-selling Pentaliner bedliner.

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

###