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FOR IMMEDIATE RELEASE

STORE MANAGER OF WISCONSIN SHOP EARNS A \$500 VISA® REWARD & 'TRUCK BUCKER OF THE MONTH' JUNE TITLE

Jeff Deegan Posts Nation's Top Sales through Penda Promotion During June

PORTAGE, WI, August 23, 2007...Jeff Deegan, store manager at Lakeland Sports Center in Oak Creek, Wis., will be able to have some extra fun on his upcoming vacation thanks to the innovative Penda Truck Bucks™ incentive program and his Truck Bucks prepaid Visa® card. Deegan led the nation in sales of Penda truck accessories for June and earned a \$500 deposit on his Truck Bucks Visa® card.

Deegan said Penda products are easy-to-sell and often include product innovations unavailable through other brands. "The Venture is a great cover and a step above the competition," said Jeff Deegan, Lakeland Sports Center, Oak Creek, Wis. "And promotions like this make it even better to sell premium! I haven't even told my wife that I have an extra \$500 for the vacation."

Deegan 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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