

Contact: Christine Scalf
Pinnacle Communication Group, Inc.
(330) 688-3515, chrissy@pinnmedia.com

FOR IMMEDIATE RELEASE

NEW JERSEY TRUCK ACCESSORIES RETAILER AWARDED \$500 PENDA[®] TRUCK BUCKS[™] BONUS

Steven Johnson Tallies Highest Penda Sales Total in November 2006

PORTAGE, WI, Jan. 5, 2007...Steven R. Johnson, owner and president of Johnson Truck Accessories, Dover, N.J., was awarded \$500 in Penda Truck Bucks Visa cash as the November 2006 "Truck Bucker of the Month."

Established in 2006 and dramatically expanded for '07, the popular Penda Truck Bucks and Truck Bucker of the Month programs reward truck accessories professionals for their qualifying sales of the premium Penda Skid Resistor[™] and Pentaliner[®] bedliners and the revolutionary Penda Venture[™] thermoplastic tonneau.

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 even higher sales incentives and receive a complete package of innovative point-of-sale materials, promotions, Internet locator listing and sales training tools.

"Truck Bucks is an exciting program and the Skid Resistor is an easy sell; it's the 'Mercedes' of the bedliner industry," Johnson said. "Once a customer compares Penda products versus competitors, they realize how far superior Penda products are."

Penda Truck Bucks and Truck Bucks PRO provide each participant a custom Truck Bucks[™] Visa cash card that automatically gains value with each qualifying sale. During 2007, Truck Bucks participants who sell the Penda Venture tonneau during extended promotional periods will receive automatic Visa cash incentives of up to \$25. Qualifying sales of the Penda Skid Resistor and Pentaliner bedliners will be worth up to \$15 and \$10, respectively, in Truck Bucks Visa cash during promotional periods. Penda also will award 12 \$500 Trucker Bucker of the Month bonus payouts this year.

In addition to sales-based incentives, Penda offers periodic \$20 incentives to users who complete a self-directed product training module on the Penda "Truck University" (www.penda.com/truckuniversity) Web page.

For additional information regarding the Penda Truck Bucks and Truck Bucks PRO programs, 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

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