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FOR IMMEDIATE RELEASE

PENDA[®] MAKES FALL EVEN MORE LUCRATIVE FOR TRUCK ACCESSORIES COUNTERPEOPLE

Company Adds More Products to Revolutionary Truck Bucks[™] Program, Announces Special Incentive for Sale of Industry's Best Selling & Premium Bedliners through Visa[®] Program

PORTAGE, WI... The best sales incentive deal in the industry just got a little sweeter: Penda Automotive has added even more products to the Truck Bucks by Penda program, making it even easier for counterpeople to add money to their Visa incentive cards between Sept. 1 through Oct. 31, 2006.

During the special promotional period, participating counterpeople can now earn an extra \$10 for every Pentaliner[®] bedliner sold.

Originally limited to Penda's premium products, Penda has added the industry's most popular bedliner to the incentive program's qualifying products lineup. Also during the fall selling season, Penda has increased the incentive to \$15 for selling the brand's premium Skid Resistor[™] bedliner.

"There's no better time to earn a little extra Visa rewards than this fall," said Kristin Uttech, director of marketing communications for Penda Corporation. "Truck Bucks pairs unbeatable products with profitable incentives -- could it get any easier to spend the night out with the guys than with a little extra cash on your Truck Bucks Visa card?"

Available to counterpeople, Penda's Truck Bucks incentive program adds specified dollar rewards to each participant's custom Penda Truck Bucks Visa incentive card after a qualifying sale. The cards – which can carry a balance of up to \$10,000 – may be used for any purchase through millions of businesses that accept Visa.

Like the premium Penda Skid Resistor bedliner, the Pentaliner is manufactured from highly detailed, application-specific molds that help ensure exceptional fit. The Pentaliner bedliner also features enhanced skid resistance of a blended, textured materials. This approach is far superior to competing standard-level technologies.

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TRUCK BUCKS OFFER/2

The premium Penda Skid Resistor bedliner delivers best-in-class performance in three key areas: skid resistance (a key characteristic that prevents damage to both the truck and cargo); durability; and appearance (gloss). The Skid Resistor also enables retailers to earn increased margin with every bedliner they sell.

The new Penda Venture is a stylish lightweight yet high-strength thermoplastic tonneau featuring a patented V-tech™ honeycomb composite construction and co-extruded plastics technology. The Penda Venture enables truck enthusiasts to enjoy both a highly secure and weather-tight cargo area and an open bed for hauling or other jobs without the heavy lifting, potential truck damage and other hassles associated with removing a conventional fiberglass tonneau. The patented V-Hinge™ system allows for easy removal of the tonneau cover for ultimate hauling convenience.

To learn more about the Penda Truck Bucks program, please contact your Penda distributor, call **1-866-PENDA-99**, or visit www.penda.com/truckuniversity.

Penda Corporation, based in Portage, Wis., is a leading manufacturer of precision-engineered plastic and fiberglass components for the transportation industry and other markets. The company's Penda Automotive business unit is the premier supplier of original equipment and aftermarket light-truck bedliners and related accessories. Additional company and product information is available online at www.penda.com

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