

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

FOR IMMEDIATE RELEASE

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

Stephen Mara Leads Nation in Bedliner Sales for December

PORTAGE, WI, February 15, 2007...Penda has named Stephen Mara, retail sales at Goodsell Truck Accessories, Jacksonville, Ark., the "Truck Bucker of the Month" for leading the nation in bedliner sales during December and was awarded \$500 Penda Truck Bucks Visa[®] dollars. Goodsell Truck Accessories' employee Patsy Tucker also won the \$500 Truck Bucker title this past October.

"Penda's products are easy to sell and they guarantee repeat sales. Customers take one look at how it fits and they know the price and warranty are unbeatable," said Stephen Mara, retail sales, Goodsell Truck Accessories. "Plus, through the promotion, I was able to purchase tickets to a 'Who' concert. How can you beat that?"

Penda established the popular Penda Truck Bucks and Truck Bucker of the Month programs in 2006 and enhanced the program for '07. The 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 cover.

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.

Penda Truck Bucks provides each participant a custom Truck Bucks[™] prepaid Visa[®] incentive card that automatically gains value with each qualifying sale. During 2007, Truck Bucks participants who sell the Penda Venture tonneau cover during extended promotional periods will receive automatic Visa dollar 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 dollars during promotional periods. Penda also will award 11 \$500 Truck 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 www.pendaperspectives.com 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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