

FOR IMMEDIATE RELEASE

PENDA PUTTING DOLLARS INTO COUNTERPERSON'S POCKET FOR SELLING PREMIUM TRUCK ACCESSORIES

Revolutionary Penda® Truck Bucks™ Program Automatically Credits Dollars to Custom Visa Incentive Card for Each Qualifying Sale

PORTAGE, WI...Penda Truck Accessories is putting money – in the form of Visa incentive cards – into the pockets of counterpeople and sales professionals who recommend and sell Penda premium bedliners and Venture™ tonneau covers in 2006.

Penda's revolutionary Truck Bucks incentive program – available to any Penda retailer -- will pay up to \$25 in Visa dollars for selected Penda products sold throughout the year and during specified promotional periods. Retailers and counterpeople/sales professionals enrolled in the program will automatically receive a custom Penda Truck Bucks Visa incentive card; Penda will add specified dollar rewards to each participant's 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.

Penda Truck Bucks will reward participants with \$5 in Visa dollars for every premium Penda Skid Resistor™ sold in 2006. The Skid Resistor reward will triple to \$15, however, between April 1 and April 30 and September 1 and October 31, 2006.

From May 1 through July 31, Penda will reward counterpeople and sales professionals with \$25 in Visa dollars for every premium Penda Venture tonneau cover they sell.

In addition to sales incentives, Truck Bucks participants will earn rewards by participating in specified online product training during June and August 2006.

“Truck accessories retailers look to Penda to set the standard for product innovation and powerful promotions, and once again we've delivered,” said Kristin Uttech, director of marketing communications for Penda Corporation. “No other manufacturer of bedliners and truck covers offers sales incentives designed

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to drive sales of premium truck bed accessories. Truck Bucks benefits everyone in the supply chain, but particularly the retailer, who will earn a greater margin on a better product while ensuring a stronger customer relationship.”

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 Truck Accessories 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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