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**FOR IMMEDIATE RELEASE**

## **THIRD WIN FOR GOODSSELL TRUCK ACCESSORIES IN PENDA<sup>®</sup> TRUCK BUCKS<sup>™</sup> SALES CONTEST**

***Store Posts Third Win in National Sales Contest;  
Salesperson Patsy Tucker Named Winner for February***

**PORTAGE, WI, March 29, 2007...**Goodsell Truck Accessories, Jacksonville, Ark., has posted its third sales win in the popular “Truck Bucker of the Month” program from Penda. Patsy Tucker led the nation in bedliner sales during February to earn a \$500 deposit on her Truck Bucks prepaid Visa<sup>®</sup> incentive card. She also won in October, and fellow Goodsell Truck Accessories employee, Stephen Mara, took the win this past December.

“There’s no better incentive to sell Penda’s bedliners than through the Truck Bucks program,” said Patsy Tucker, assistant sales, Goodsell Truck Accessories. “We’ve certainly been blessed here at Goodsell with my two wins and Stephen’s!”

Second-time winner Tucker was awarded the \$500 deposit on her Truck Bucks prepaid Visa<sup>®</sup> card through Penda Truck Bucks, a hugely popular retailer and counterperson incentive program. The program rewards truck accessories professionals for their qualifying sales of the premium Penda Skid Resistor<sup>™</sup> and Pentaliner<sup>®</sup> bedliners and the revolutionary Penda Venture<sup>™</sup> thermoplastic tonneau cover. Penda will continue to offer the exciting “Truck Bucker of the Month” \$500 dollar monthly bonus to the top Penda truck accessories salesperson throughout the year.

Penda also has launched a premium-tier Truck Bucks PRO<sup>™</sup> incentive program for participants who work at an authorized Penda retailer location. Truck Bucks PRO retailers enjoy bonus Truck Bucks Visa<sup>®</sup> dollar payouts, and receive a complete package of innovative point-of-sale materials, promotions, Internet locator listing and sales training tools. Each member business also receives its choice of one free Penda Skid Resistor or Pentaliner bedliner. The cost of an annual membership is just \$199.

Point-of-sale materials included in the Truck Bucks PRO merchandising kit are a lighted indoor sign, attractive deskpad calendar, durable floor mat, colorful window clings, counter mat, and triangular ceiling dangler.

The 2007 Truck Bucks promotional calendar includes 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. Penda also is offering limited-time \$20 Visa® dollar incentives to members who visit the Penda “Truck University” Web page (located at [www.pendaperspectives.com](http://www.pendaperspectives.com)) and complete a self-directed product training module.

For additional information regarding the Penda Truck Bucks and Truck Bucks PRO programs, please call **1-866-PENDA-99**, or visit **[www.penda.com](http://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](http://www.penda.com)

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