

FOR IMMEDIATE RELEASE

**NEW PENDA PROMO REWARDS COUNTERPEOPLE WHO SELL
REVOLUTIONARY PENDA[®] SKID RESISTOR[™] BEDLINER**

*Manufacturer to Pay \$20 for Every Skid Resistor Sold in February and March;
Premium Bedliner Delivers Best-in-Class Performance, Appearance and Durability*

PORTAGE, WI...Penda Truck Accessories is ready to reward the industry's most important sales professional – the counterperson – with cold, hard cash for every premium Penda Skid Resistor they sell in February and March 2006.

Penda's exclusive "Pick Up the Perks" promotion will enable qualifying counterpeople to earn \$20 every time they sell the world-class Skid Resistor. Available to Penda retailers, "Pick Up the Perks" is designed to help stores drive sales of the industry's best-performing and longest-lasting bedliner. Thanks to an exclusive material formulation and advanced co-extrusion technology, the Penda Skid Resistor 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.

"Research proves consumers are willing to pay more for a bedliner that looks, feels and performs like a premium product," said Mike Deckard, vice president of marketing and sales for Penda Truck Accessories. "This exciting new promotion provides an added incentive for the counterperson to capture these increased sales dollars by recommending the world's best drop-in bedliner."

To participate in the "Pick Up the Perks" promotion, retailers simply need to obtain a promotional kit – containing sell sheets, spiff cards and other materials – from Penda. The \$20 incentive is offered on every Penda Skid Resistor sold between Feb. 1 and March 31, 2006. Completed spiff cards and copies of sales invoices must be submitted to Penda no later than April 17 in order to qualify for the cash incentive.

To obtain a "Pick Up the Perks" promotional kit or for more information on Penda products, please call 1-866-PENDA99. Additional product information is available online at www.penda.com,

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. The Penda Premier Solutions unit is a respected plastics engineering and manufacturing partner to customers around the world. Additional company and product information is available online at www.penda.com.

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