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FOR IMMEDIATE RELEASE

PENDA[®] CORPORATION RECEIVES PLATINUM SUPPLIER AWARD FROM TOYOTA

***Company's 12th Business Partnership Award from Toyota Motor Sales
Recognizes Product, Service Excellence***

LAS VEGAS, NV, Oct. 31, 2006...Penda Corporation has received The Toyota Quality Alliance 2006 Platinum Award from Toyota Motor Sales, U.S.A., Inc. (Corporate Accessory Division), marking the 12th time Toyota Motor Sales has recognized the Portage, Wis.-based manufacturer for excellence in product quality and customer service.

Penda, one of the world's largest manufacturers of truck accessories for the original equipment and aftermarket sectors, is the exclusive Original Equipment supplier of premium-quality bedliners for Toyota Motor Sales. Premium-quality drop-in bedliners continue to be the first choice in protection for all major OEMs due to their unmatched durability and protection in comparison to spray-on bedliners which are merely "rubber coatings."

"Toyota is recognized worldwide for its achievements in product quality. The fact that they have recognized Penda's role in the success of their light-truck accessories program is a testament to the hard work and skill of our people," said Penda President and Chief Executive Officer Ulf Buergel.

One of the highest honors presented by Toyota Motor Sales, the Platinum Award is based on the recipient's Toyota Quality Alliance score, a combined measure of product quality, on-time performance, technical development, program management, and other criteria. Penda satisfied the stringent Toyota requirements by 100% for the last seven consecutive quarters.

"This award is emblematic of our approach to the business needs of every OE and aftermarket customer," Buergel said. "All Penda bedliners are built on unrivalled expertise in materials formulation and manufacturing excellence. And we protect and enhance our competitive advantage through the dedication of a great team of people. This award belongs to every one of them."

TOYOTA AWARD/2

About Penda Corporation

Penda Corporation, Portage, Wis., is 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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