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**FOR IMMEDIATE RELEASE**

## **PENDA STAKES CLAIM TO NEW GROWTH CATEGORY WITH ADVANCED THERMOPLASTIC TONNEAU COVER**

*New Penda® Venture™ Features Highly Engineered, Layered Composite Construction,  
Ultra-Modern Styling and Superior Functionality for Today's Light-Truck Enthusiast*

PORTAGE, Wis., Nov. 1, 2005 – Penda Corporation, the company that changed the way consumers protect and enhance their truck beds, has set out to revolutionize the tonneau category with the new Penda® Venture™, an innovative, lightweight yet high-strength thermoplastic tonneau that will debut at the 2005 Specialty Equipment Markets Association (SEMA) Show in Las Vegas.

Featuring an advanced honeycomb layered 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 Venture also offers a variety of premium features – including an exclusive quick-release hinge system, quick-disconnect lift assists, and single-lock, twin-point latching system – that ensure easy, trouble-free service and maximum convenience.

“The Venture delivers an exclusive blend of strength, styling, ease of use, and overall versatility that enhances the truck ownership experience,” said Penda Corporation President and Chief Executive Officer Ulf Buerger. “Our engineers have leveraged the benefits of aerospace-type construction and the latest materials and manufacturing technologies to change consumer expectations in this promising category. The Venture breaks down the barriers we believe have kept millions of truck owners from investing in a tonneau cover.”

The Venture also is engineered to enable thousands of truck accessories retailers to add “hard” tonneaus to their product mix. Unlike conventional, fiberglass tonneaus, the Venture is easy to ship and stock and features an elegantly simple mounting system that speeds installation and eliminates fitment-related comebacks. The new tonneau also utilizes a robust

weather sealing system that prevents leakage and other concerns common to conventional caps and tonneaus.

The Penda Venture is available with a stylish, deep-black textured exterior finish that won't fade.

Unlike early-generation thermoplastic tonneau products, the Penda Venture offers both a durable and attractive exterior surface and a smooth interior finish that is easily carpeted. To achieve the strength required for extended durability, existing thermoplastic tonneaus rely on unsightly ribbed cross-members that are difficult to cover and which can damage shifting cargo in some driving situations. Penda's exclusive honeycomb layered composite construction eliminates these concerns while providing uniform support of the entire top surface.

"The Venture eliminates the compromises associated not only with heavy fiberglass tonneaus, but also first-generation thermoplastic designs," Buerger said. "Now consumers and retailers can enjoy the best of all worlds in a product that's affordable and widely available through trusted truck accessories distributors and retailers."

For more information on the new Penda Venture tonneau or other Penda Truck Accessories products, please contact your nearest Penda retailer or log on to [www.penda.com](http://www.penda.com). To locate a Penda retailer, simply use the "Dealer Locator" feature at [www.penda.com](http://www.penda.com) or call **(608) 742-5301**.

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](http://www.penda.com).

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