

OLD WORLD INDUSTRIES, INC.

4065 COMMERCIAL AVENUE
NORTHBROOK, ILLINOIS 60062-1851
847-559-2000 • FAX 847- 559-1329

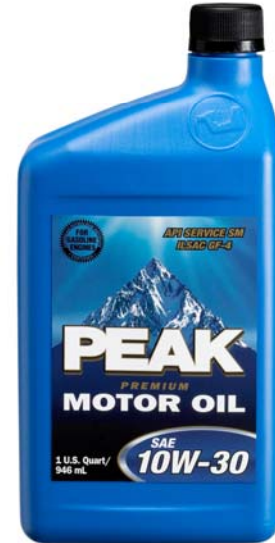
For Immediate Release

Old World Introduces New Line of PEAK® Lubricants

Powerhouse automotive brand PEAK expands beyond Antifreeze into new line of premium quality Motor Oils and Lubricants

(NORTHBROOK, IL – April 23, 2007) – In recent years, the aftermarket lubricant world has seen tremendous change. From the consolidation of the majors in the mid to late 1990s to the global issues that have affected cost in the 2000s, today’s lubricant market is as complex and challenging as it’s ever been.

Lost in this shifting marketplace has been the presence of a national value brand. The growth of regional private labels, and the growth of lower quality products sold solely on price, have both contributed to a “wild, wild west” type of environment for lubricant buyers. To fill the void for a top-quality, national, value-priced brand, Old World Industries is extremely excited to introduce its new line of *PEAK Premium Motor Oils and Lubricants*.



As an industry leader in both the antifreeze and washer fluid categories, Old World recognized that lubricant buyers, installers, and their customers alike would welcome a motor oil which – while attractively priced – will deliver the trusted quality and performance that is synonymous with the PEAK brand name. “These new PEAK lubricants represent a real opportunity for installers to generate more profit from their oil change service and lubricants businesses,” said Kal Mahmood, Sr. VP of Commercial & OEM Sales for Old World. “Through PEAK, we’re bringing our customers the best of all worlds – better pricing, same-day service, premium quality, marketing support and an unbeatable national brand name,” Mahmood continued.

An aggressive advertising campaign supporting the new PEAK Motor Oil line rolls out through the summer.

For more information on Old World’s new line of *PEAK Motor Oils and Lubricants*, call Chris Alexander at 800-323-5440 ext. 2036, or visit www.peaklubricants.com.

Old World Industries Inc. is a Northbrook, Illinois-based company that enjoys a presence in various consumer product markets, energy exploration, and chemical manufacturing in more than 50 countries worldwide. Old World's other brands include a full line of PEAK® Antifreeze & Coolant; SIERRA®, the “greener” antifreeze; Mr. Clean™ Windshield Wash and Wiper Blades; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; HERCULINER® Truck Bed Liner Kits; and SplitFire® Spark Plugs. For more information, visit www.oldworldind.com and www.peakantifreeze.com

MEDIA CONTACT: Chris Alexander
Old World Industries
(800) 323-5440 ext. 2036