

**For Immediate Release**

## **PEAK Launches Motor Oil Brand with IndyCar Series, Indianapolis 500 Partnerships**

LAS VEGAS, Wednesday, Oct. 31, 2007 – Powerhouse automotive brand PEAK is expanding beyond antifreeze into a new line of premium quality motor oils, and will feature the IndyCar Series, Indianapolis 500 and Danica Patrick in rolling out its latest products as part of a multi-year official partner agreement signed with the IndyCar Series.

Representatives from Old World Industries' PEAK brand, the IndyCar Series, and the Indianapolis Motor Speedway today announced PEAK Performance Motor Oil as the Official Motor Oil of the IndyCar Series and the Indianapolis 500 Mile Race. The partnership will be in place for the 16-race 2008 IndyCar Series schedule, which includes the 92<sup>nd</sup> Indianapolis 500 on May 25, 2008.

Danica Patrick joined representatives from PEAK, the IndyCar Series, and the Indianapolis Motor Speedway at the Automotive Aftermarket Products Expo (AAPEX) in Las Vegas today to officially announce the partnership.

PEAK Motor Oil will be available at more than 4,000 AutoZone locations across the country, beginning in December, with a broad expansion to other retail outlets expected next year.

All PEAK Motor Oil bottles will feature the IndyCar Series and Indianapolis 500 logos as part of the partnership. PEAK will work with Danica Patrick to launch a national TV, print, and radio advertising campaign for their new motor oil. PEAK plans to further promote its motor oil with events at all domestic IndyCar races next year, as well as various in-store promotions wherever PEAK is sold.

"The IndyCar Series is extremely excited to be partnering with PEAK Performance Motor Oil," said Terry Angstadt, President of the Indy Racing League's Commercial Division. "With this announcement, PEAK is expanding its involvement in the IndyCar Series to include league, driver and event partnerships and we look forward to working with them to build our respective brands.

"We have a plate full of attributes that include speed, diversity, technology and innovation that were looked upon favorably by PEAK and continues to gain momentum in the marketplace."

PEAK Performance Motor Oil will join other PEAK products as an industry leader in quality and affordability. PEAK Antifreeze has been the primary sponsor of the Indy 300 at Chicagoland Speedway since 2006.

"We are extremely excited to partner with two great organizations, first becoming the Official Motor Oil of the IndyCar Series and the Indianapolis 500, as well as AutoZone as one of the first retailers to distribute our new PEAK Performance Motor Oil," said Jerry Riccioni, Vice President of Automotive Sales for Old World Industries, maker of PEAK products. "These partnerships exemplify the caliber of the PEAK brand and the quality partners that we continue to work with to bring our PEAK Performance products to the consumer.

"The IndyCar Series and the Indianapolis Motor Speedway are great organizations to partner with as they have a strong presence in the marketplace which enables us to continue to build our PEAK brand. We are also excited to have IndyCar Series driver Danica Patrick enhance her role with us as our official spokesperson for our motor oil. She has been such a great asset to us as the spokesperson for PEAK Antifreeze and now with the addition of motor oil we expect even bigger and better things moving forward."

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.

Last month, PEAK Antifreeze, the IndyCar Series and the Indianapolis Motor Speedway teamed up with Patrick to offer racing enthusiasts a chance to win an unprecedented IndyCar Series Driving Experience. Fifteen lucky racing fans will enjoy a VIP experience during Pole Qualifying Weekend at the 2008 Indianapolis 500. Each winner will learn first-hand racing tips from Patrick before driving an IndyCar Series car around the famed 2.5-mile oval. For more information, visit [www.peakantifreeze.com](http://www.peakantifreeze.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.

The IndyCar Series is the premier open-wheel series in the United States, competing on a challenging combination of superspeedways, short ovals, scenic road courses and temporary street circuits. In 2008, the IndyCar Series will conduct 15 events in the US and one in Japan, all available worldwide through a comprehensive, long-term agreement with ABC Sports/ESPN. A leader in motorsports technology, the IndyCar Series is the first racing series to power its Honda engines on 100 percent fuel-grade ethanol, a renewable and environmentally-friendly fuel. The IndyCar Series continues to be the fastest and most competitive racing series, attracting a diverse lineup of drivers including Danica Patrick, Marco Andretti, Scott Dixon, and Helio Castroneves. For more information on the IndyCar Series, please visit [www.indycar.com](http://www.indycar.com).

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