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FOR IMMEDIATE RELEASE

PEAK® Antifreeze Brand Celebrates its 60th Anniversary and Heritage of Hot Roddin' with Special Top Fuel Dragster Promotion

PEAK® Antifreeze has been keeping hot rods cool since 1947. To celebrate its 60th anniversary this Labor Day weekend, Zizzo Racing will debut this commemorative PEAK Antifreeze Top Fuel dragster at the US Nationals at O'Reilly Raceway Park in Indianapolis.

With Primary sponsorship coming from PEAK Antifreeze, and associate sponsorship coming from O'Reilly Auto Parts, HERCULINER® Truck Bed Liners, and Race News Magazine, the dragster will feature a patriotic red, white, and blue paint scheme for the US Nationals and the O'Reilly Fall Nationals in Ennis, TX.

"The program celebrates PEAK's 60th anniversary and TJ's dragster will be featured in special point-of-sale at O'Reilly Auto Parts stores throughout September," states Old World Industries Brand Manager Brian Bohlander. "There is no better way to celebrate PEAK's 60th anniversary as a quality American made product and its hot roddin' heritage than through NHRA championship drag racing and the US Nationals. Its exciting to have PEAK back on a Top Fuel dragster, the ultimate hot rod!"

"This is an exciting program for Zizzo Racing," states driver TJ Zizzo. "PEAK is giving us an opportunity to be competitive at these NHRA events. I'm also very excited to go back to the US Nationals, the site of my first professional drag racing round win in 2004," Zizzo states.

The Zizzo's and PEAK Antifreeze are not strangers. In 2005, PEAK was the primary sponsor of Zizzo's efforts for both NHRA events at Route 66 Raceway in Joliet, IL. "We are excited to be back in a big way with PEAK and O'Reilly Auto Parts," states car owner Tony Zizzo. "PEAK has been a great marketing partner of ours through our professional career and it's exciting to not only have PEAK back to help them celebrate their 60th anniversary, but we're also excited to represent O'Reilly Auto Parts at some of their key events."

TJ and the Zizzo Racing team are currently battling for the Top Fuel championship in the IHRA but will also compete in at least these 2 NHRA Top Fuel events in 2007. Despite running only a limited NHRA schedule, Zizzo Racing is among the most consistent performers in the class, which could help determine the outcome of NHRA's new "Countdown to the Championship" starting at the US Nationals.

About Old World Industries

PEAK® Antifreeze is marketed and distributed by Old World Industries, which is among the largest privately-held companies competing in the automotive aftermarket. The Northbrook, Illinois-based company 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 HERCULINER® Truck Bed Liner Kits; Mr. Clean Windshield Wash and Wiper Blades*; a full line of PEAK® Performance Products; SIERRA®, the safer antifreeze; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; SmartBLADE™ Premium Wiper Blades; and SplitFire® Spark Plugs. For more information, please visit www.oldworldind.com.

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