



The Oil Change Experts

FOR IMMEDIATE RELEASE

LUBE STOP ANNOUNCES 6 PERCENT PRICE INCREASE FOR EXPERT OIL CHANGE

Company Introduces Fuel Efficiency Check at No Cost for Existing Customers

Berea, Ohio, June 23, 2008 – The Lube Stop, Inc. (Lube Stop) today announced it has increased the price for an Expert Oil Change from \$32.99 to \$34.99, an increase of \$2.00 or 6 percent. The costs for crude oil products including gasoline, motor oil and motor oil additives produced by companies like Lubrizol are rising as a result of record crude oil prices exceeding \$135 a barrel. Crude oil prices have increased 93% since Lube Stop last raised the price of an Expert Oil Change in June 2006.

The price of Lube Stop's High Mileage Oil Change service will also increase from \$49.99 to \$52.99. Pricing for the recently announced EcoGuard Oil Change service and the Full Synthetic Oil Change service remain unchanged. Customers who purchased Lube Stop 3-Packs will be able to redeem the certificates for \$34.99.

"Given the current price our customers are paying for gasoline, the decision to raise prices was not an easy one to make," said Tom Morley, president of Lube Stop. "But Lube Stop has absorbed four motor oil price increases in the past two years and we have to make this change to help ensure we continue providing the same excellent experience our customers have come to rely on and expect."

Company Introduces Fuel Efficiency Checks

In response to escalating gasoline prices, Lube Stop also today introduced the Fuel Efficiency Check to complement its oil top-off service which are both available at no charge for existing customers between full service visits. The Fuel Efficiency Check includes an air filter inspection, tire pressure adjustment, and gas cap inspection all performed while customers wait in their car. According to the U.S. Department of Energy, these steps combined with sensible driving techniques and the removal of excess weight from vehicles, can improve gas mileage by more than 25%¹. The Fuel Efficiency Check is another initiative developed under the Lube Stop Sustainability Program. By providing Fuel Efficiency Checks, Lube Stop helps customers save money, preserve natural resources and reduce carbon emissions by lowering the overall consumption of gasoline. Additional tips for improving fuel efficiency are available at http://lubestop.com/gas_mileage.asp.

About The Lube Stop, Inc.

Founded in 1985, The Lube Stop, Inc. (Lube Stop) is the largest quick oil change company in Northeast Ohio with 230 employees operating 37 locations in the Cleveland and Akron-Canton areas. Every month over 30,000 customers choose Lube Stop for a 20-Point Expert Oil Change without making an appointment. Lube Stop is one of the first companies in the industry to implement a formal sustainability program and introduce a re-refined oil change service offering, both aimed at reducing the company's ecological impact and improving the communities in which it operates. Lube Stop recycles more than 400,000 gallons of motor oil, 30,000 gallons of anti-freeze, and 350,000 oil filters annually. Visit LubeStop.com to learn more.

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Contact:

Joanne Sudekum
The Lube Stop, Inc.
440.891.2378
jsudekum@lubestop.com

Cindy Berman, Director of PR
Brown & Miller Advertising
216.831.0440 x105
cberman@brownandmiller.com

¹ <http://www.fueleconomy.gov/feg/maintain.shtml>