



The Oil Change Experts

FOR IMMEDIATE RELEASE

LUBE STOP OPENS FIRST STORE IN CANTON MARKET

Location Marks Company's First Store Opening in Five Years

Berea, Ohio, January 28, 2009 – The Lube Stop, Inc. (Lube Stop), Ohio's largest independently owned quick oil change company, today announced it has entered the Canton market with the opening of a new store located at 3106 Whipple Avenue. Prior to today's announcement, Lube Stop operated solely in the Cleveland and Akron markets.

The new Canton location is the company's first store opening in five years. During those five years, Lube Stop has streamlined operations, reduced expenses, and developed an industry-leading sustainability strategy all in an effort to become more competitive. Lube Stop is seeking to gain market share during the current economic downturn through acquisitions and favorable lease terms for new facilities.

“Many Northeast Ohio businesses, including Lube Stop, are facing challenges created by the current economic downturn,” said Tom Morley, president of Lube Stop. “But today's economic environment also presents opportunities. Lube Stop is fortunate to be in a position that enables us to pursue favorable lease deals and acquisition opportunities currently valued at discounted rates.”

According to *The Wall Street Journal*, U.S. light vehicle sales fell 35.5% in December and 18% for 2008. In addition, the Automotive Service Association (ASA) has reported an overall increase in its membership's car volumes. Lube Stop is pursuing a growth strategy with a cautiously optimistic forecast for 2009 based on drivers holding on to their current vehicles longer and seeking practical, economical ways to maintain them.

About The Lube Stop, Inc.

Founded in 1985, The Lube Stop, Inc. (Lube Stop) is the largest locally owned quick oil change company in Ohio with 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



The Oil Change Experts

without making an appointment. Lube Stop is one of the first companies in the industry to implement a formal sustainability program, including a re-refined oil change service offering designed to reduce the company's ecological footprint and improve the communities in which it operates. Every year, Lube Stop recycles over 400,000 gallons of motor oil, over 30,000 gallons of anti-freeze, and voluntarily recycles hundreds of thousands of oil filters.

###

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