

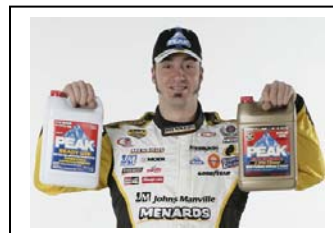


**FOR IMMEDIATE RELEASE**

## ***Long-time Sponsor to Re-Enter the Nextel Cup Series: It's "PEAK Week" at Daytona Speedweeks***

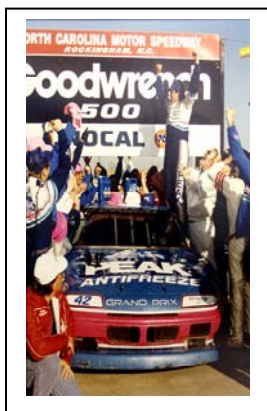
Daytona, Florida (February 10, 2007) – Long-time racing supporter and sponsor to some of the most celebrated drivers in motorsports history, Old World Industries of Northbrook, Illinois, has today announced that its PEAK® Antifreeze brand will re-enter NASCAR Nextel Cup in 2007 by entering into an agreement with Dale Earnhardt, Incorporated to sponsor top Rookie-of-the-Year candidate Paul Menard and the #15 PEAK/Menards DEI Chevrolet.

Menard, entering his first full season of Nextel Cup action, will have PEAK adorn his #15 Chevrolet throughout the entire 2007 season. PEAK will serve as Primary sponsor during Speedweeks at Daytona, and in the Fall Bristol Nextel Cup race. Menard will also appear within PEAK advertising, promotions and in-store merchandising programs at Menards stores throughout the United States.



"I am excited to represent PEAK Antifreeze, a powerhouse automotive brand with a real history in racing," said Menard. "PEAK products represent quality and high performance, which means a lot to me and my team," added Menard.

In years past, PEAK spokesmen have included some of the biggest names in NASCAR history, including Dale Earnhardt, Sr., Michael Waltrip, Bobby Allison and Kyle Petty. PEAK signed IndyCar® Series standout Danica Patrick during her rookie season in 2005, and she continues to represent the brand today.



For Petty, who brought his famous #42 PEAK Pontiac to Victory Lane in the early '90s, pronounces strong sentiment of his time with PEAK. "I believe all NASCAR fans appreciate it when a big sponsor like PEAK re-enters Nextel Cup Racing," stated Petty. "PEAK has a long legacy of supporting young up-and-coming drivers like Paul. I was one of PEAK's young drivers, too – and it sure is great to see that PEAK mountain on the hood of a Cup car," added Petty. In recognition of the brand's return to the Nextel Cup Series and in honor of its relationships with both Petty and Menard, PEAK and Old World Industries will be making a donation to Petty's Victory Junction Gang Camp charity for every lap that each of the drivers complete in the 2007 Daytona 500.

For PEAK, securing a relationship with Paul Menard and DEI in their move to Nextel Cup is an important step in bringing greater awareness of their products, as well as creating new and exciting promotional opportunities for their retail partner, Menards. "As a supporter of Paul and Team Menards in the Busch Series, we've watched Paul battle his

competition with tremendous drive and spirit,” stated Mark Kraus, Vice-President of Marketing for PEAK Antifreeze.

“We feel that Paul’s competitive personality, professionalism and desire to win parallel our goals with our products, and we believe that he will represent PEAK with nothing less than a first class effort,” added Kraus.

For Speedweeks in 2007, it will definitely be “PEAK Week” in Daytona. In addition to seeing the iconic PEAK mountain logo on the hood of the #15 DEI Nextel Cup Chevrolet, PEAK will also adorn the hood of DEI’s #15 PEAK/Menards Busch Series car (also driven by Menard) for Saturday’s race, as well as the hood of Thorsports’ #88 PEAK/Menards Chevrolet (driven by Matt Crafton) for Friday’s Craftsman Truck Series race.



PEAK Antifreeze has delivered maximum protection and performance for more than 55 years. Always at the leading edge of coolant advances and patented new technologies, PEAK innovations have included the first pre-diluted “ready-to-use” antifreeze in PEAK Ready Use®, the first universal “All Makes And Models” coolant in PEAK Global, and the category’s first-ever LifeTime™ Guarantee in its super-premium PEAK Global LifeTime.

PEAK Antifreeze can be found at major retailers like Menards, AutoZone, Advance, CSK, NAPA, O’Reilly, Pep Boys, Wal-Mart, K-Mart, Target and Walgreens. In total, Old World products are sold on the shelves of more than 200,000 outlets nationwide, across every retail channel – whether automotive, mass merchandise, home/hardware, food/drug, or convenience.

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 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; HERCULINER® Truck Bed Liner Kits; SplitFire® Spark Plugs, Wire Sets and Performance Meters & Accessories, and Mr. Clean Windshield Wash & Wiper Blades\*. For more information, please visit [www.oldworldind.com](http://www.oldworldind.com).

To download the images above or images from the press conference relating to this announcement, please go to [www.peakantifreeze.com/pressphotos](http://www.peakantifreeze.com/pressphotos)

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