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**PENNSYLVANIA MAN WINS “HOT ROD” MUSTANG FROM PEAK, SPLITFIRE
AND FORD RACING**

Wilkes-Barre, PA (January 8, 2007) – In celebration of the 2006 Hot Rod® Magazine Power Tour™, **SplitFire Spark Plugs®**, **PEAK Antifreeze®**, **Ford Racing** and **AutoZone®** teamed up to build *Project Fire & Ice: The SplitFire/PEAK Ford Mustang*. Consumers were invited to enter to win the vehicle, and more than 115,000 entries were received during the two-month national sweepstakes conducted with auto parts retailer partner AutoZone. On December 20th, the Mustang was given away to one very lucky winner, Mr. George Seiwell Jr. of Sugar Notch, Pennsylvania. Mr. Seiwell is a customer of the AutoZone store in nearby Wilkes-Barre, Pennsylvania. AutoZone district manager Frank Glynn was thrilled to hand over the keys to the 400 horsepower supercharged Mustang to one of his customers.

Inspired by Ford Racing’s Mustang FR500C Grand Am Cup racecar, the **SplitFire/PEAK Mustang** was heavily modified by Mustang specialist Paul Svinicki and his team at Paul’s High Performance in Jackson, Michigan. As part of a complete upgrade utilizing all of Ford Racing’s Performance Packs, the Mustang featured a race proven braking system with 4-piston Brembo® calipers, twin-screw supercharger, headers, performance exhaust, and a completely overhauled suspension. Even its lightweight forged aluminum wheels, which have passed Ford Racing’s torture test, are the original equipment found on the 200 MPH Ford GT supercar!

The build-up of the SplitFire/PEAK Mustang was chronicled throughout the year in enthusiast magazines such as *Hot Rod* and *5.0 Mustang & Super Fords®*.

In recent months, Mr. Siewell’s new Mustang had been featured on the Hot Rod Magazine Power Tour, at Goodguys Rod & Custom show events, at drag races, and had even led the IndyCar® field during the start of the PEAK Indy 300 at Chicagoland Speedway.

(see attached photo)

Mr. Frank Glynn, Auto Zone District Manager (left) and Mr. George Seiwell, Jr., sweepstakes winner (right) in front of the Wilkes-Barre, PA AutoZone store.

For more information on PEAK Antifreeze visit www.peakantifreeze.com.

For more information on SplitFire Spark Plugs visit www.splitfire.com.

For more information on Ford Racing Performance Parts, visit www.fordracingparts.com.

To find an AutoZone store near you, visit www.autozone.com.

About Old World Industries

PEAK Antifreeze and SplitFire Spark Plugs are 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; Mr. Clean® Windshield Wash & Wiper Blades; SIERRA®, the safer antifreeze; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; SmartBLADE™ Premium Wiper Blades; and HERCULINER® Truck Bed Liner Kits.

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