



MEDIA ADVISORY

Mr. Lube opens eighth location in Edmonton to record setting visits

Edmonton, Alberta, May 13, 2008 – On Saturday, May 3, 2008 Mr. Lube held its grand opening celebration at 75th Street and Roper Road in Edmonton with record setting visits. Founded in Edmonton in 1976, Mr. Lube celebrated its latest store opening with 242 visits during its one-day promotion and grand opening celebration. Throughout the day, customers completed a basic oil and filter change service on their vehicle for \$19.76; recognizing the year the company was founded. As a result of the promotion, cars were lined up throughout the day. The previous record in the company's 32 year history was 168 vehicles, set in Edmonton in the fall of 2007.

"After 32 years in the quick lube business and after having created the category, it seemed impossible to exceed the old record of 70 cars per service bay in a 10-hour shift," says Cliff Giese, Founder of Mr. Lube. "With a final car count of 242 vehicles in the same period, our newest location surpassed the previous record to 80 cars per bay. The average service time was 4 minutes and 69 seconds per vehicle achieving a new record and streamlining the efficiency of an oil change service."

In addition to the discounted oil change service, customers were able to enter to win prizes including a 37" Sony LCD television and tickets to Tom Petty sponsored by the Edmonton Journal. The 200th customer also received \$200 in gift certificates from Future Shop.

"We are excited to see how the Edmonton community has embraced our eighth location," says Paul Healey, President & CEO of Mr. Lube Canada. "We continue, as industry leader, to focus on what matters most to Canadians; convenience through our no-appointment approach and quality which we back up every day by working to warranty approved standards. Our plan is to become the clear alternative to the traditional dealership service model."

About Mr. Lube Canada

Mr. Lube Canada is Canada's leading quick lube provider in the automotive routine maintenance category with 93 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 32 million customers in its 32 year history. Headquartered in Delta, BC, the company also has a regional office in Mississauga, Ontario to support its national franchise network.

Mr. Lube Canada and the Mr. Lube Foundation's primary focus for support are Prostate Cancer Research and Education and Children's Welfare. Since 2002, Mr. Lube Canada and the Mr. Lube Foundation have donated over \$3 million dollars to these and other local charities across the country. For further information, visit www.mrlube.com.

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