



MEDIA ADVISORY

Mr. Lube celebrates opening of second location in Kitchener

Kitchener, ON, May 7, 2008 – On Saturday, May 10, 2008 Mr. Lube will be holding the grand opening celebration of its second quick lube location in Kitchener, Ontario at 1191 Weber Street, which opened on January 15, 2008.

The new Mr. Lube location will be owned and operated by Greg and Jim Brown and combined brings over 30 years of automotive industry experience to the Kitchener market. Greg Brown will manage the day to day operations, while his father Jim Brown will support the operations and growth of the location. The first Mr. Lube location opened in Kitchener in 1989 and is located at 775 Highland Road West.

"The residents of Kitchener have welcomed Mr. Lube into the eastern end of the city and we look forward to serving this growing community at our new location," says Greg Brown. "We are committed to being actively involved in the community, and supporting a number of important children's charities."

Individuals are encouraged to come out to Mr. Lube on Saturday for special discounts on oil changes and great prizes such as portable DVDs and barbecues throughout the day. Mayor Carl Zehr, City of Kitchener, will be on site for the official ribbon cutting at 11:30 am. John Milloy, MPP, Minister of Colleges and Universities will be on-site from 1:00 to 2:00 pm. The Honourable Karen Redman, MP - Kitchener Centre, will also be attending the event between 2:00 – 2:30pm. Local leaders will be available for interviews and to speak with the media. From 11am to 5:30pm, staff will be on-site barbecuing hamburgers and hot dogs and accepting donations for Nicholas Lesniak, a four-year old with Batten Disease, a rare and fatal disorder affecting the nervous system.

"We are pleased to welcome the Brown family into the franchise system and to congratulate them with the opening of their location in Kitchener. Our commitment to further growth in markets such as Kitchener allows us to expand our brand nationally," says Paul Healey, President and CEO of Mr. Lube Canada. "Both Greg and Jim are actively involved in the community and long-time supporters of children's charities. We embrace their commitment and support the worthy charities and initiatives that they stand behind."

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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