



Mr. Lube ends the year as one of Canada's Top 10 Marketers

Vancouver, BC, December 11, 2008 – To cap a multi-award winning year, Mr. Lube has been named as one of Canada's Top 10 Marketers for 2008 by Marketing Magazine, at the magazine's third annual Marque Awards. Recognizing top Agency of the Year, Media Player of the Year and Marketer of the Year, Marketing Magazine recognized creative excellence in the various categories. Mr. Lube was judged using three broad criteria of marketplace innovation, financial clout and category leadership.

2008 was a breakthrough year for Mr. Lube. The company was recognized with five Frankie Awards from the Canadian Franchise Association (CFA), then two awards from Marketing Magazine Awards, and six awards from the Applied Arts Annual Awards. In the spring of this year, Mr. Lube was awarded the 2008 Marketer of the Year Award by the BC Chapter of the American Marketing Association (BCAMA) and then continued on its impressive recognition with the 2008 Ad and Design Club Awards, before receiving a Lotus Award in November.

In two short years, Mr. Lube set out to take its brand to the next level. Working in partnership with Rethink Communications, its greatest challenge was grabbing the attention of consumers that typically viewed the category as 'low-interest'. As the leader in the quick lube category, Mr. Lube recognized that its campaign needed to be smart and funny, and looked at adding humour in all of its advertising, from print to radio to television. Its "Ready for a Change?" campaign has received national recognition for its ability to contrast the service experience offered at Mr. Lube, including convenience (no appointment necessary) and quality (warranty approved services), against its competitors.

"It is a tremendous acknowledgement to be recognized as one of Canada's Top 10 Marketers by Marketing Magazine. A strong, healthy brand drives not only new customers to give us a try, but also makes us an organization that people want to invest in," says Brent Cuthbertson, vice president, marketing, Mr. Lube Canada.

"The focus and alignment of our three pillar strategy – brand, customer experience and franchise profitability - has allowed the organization to accelerate change and build momentum quickly," says Paul Healey, president and CEO of Mr. Lube Canada. "Our campaign goes beyond a traditional rebranding initiative and demonstrates how an already industry leading organization needs to press beyond the current boundaries to be recognized as a leader in their field."

About Mr. Lube Canada

Mr. Lube Canada is Canada's leading quick lube provider in the automotive routine maintenance category with 98 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.

Contact Information:

Georgia Dahle
Director, Corporate Communications
Mr. Lube Canada
Phone: 604 418 4755
Email: gdahle@mrlube.com