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The *THUNDERTRUCK* Heads Home to the State of Washington

(Las Vegas, November 1, 2007) Right from its very concept, Project *THUNDERTRUCK* was going to be a tough, bold and sinister, one-of-a-kind pickup truck that would be given away in a national consumer promotion to showcase the performance and style of its sponsored brands, PEAK Antifreeze and HERCULINER Truck Bed Liners. Upon its completion, the *THUNDERTRUCK* exceeded all expectations. The thunder started under the hood with a 500hp, supercharged V8; and style completed the project with custom bodywork, paint and graphics.



The day had come to announce the grand prize winner of the consumer sweepstakes to the world. A very excited and almost speechless Carol Kraber from Kirkland, WA was introduced as the winner of the *THUNDERTRUCK* at the SEMA Show in Las Vegas amid a thunderous ovation from the crowd of onlookers. She took the keys from HERCULINER's Pro Bull Rider, Wiley Petersen, while some of the project partners that made the build a success stood by.

"Wow!" was the only sentiment the new owner of the *THUNDERTRUCK* could muster as she laid eyes on her new vehicle for the very first time. Once Carol realized it was officially hers, she climbed into the driver's seat to start the engine of her new Ford F-150. The *THUNDERTRUCK* came to life, and Carol's expression and enthusiasm said it all: She couldn't wait to get the truck on the road for a drive.



"When you run national consumer promotions, you always hope that the winner has just as much passion for the project as you've had during the build and promotion," said HERCULINER brand manager, Brian Bohlander. In this case, the lucky winner of the *THUNDERTRUCK* has even more passion and excitement for her new Ford F-150 pickup!

Following the giveaway ceremony in Las Vegas, the truck will be transported to Kirkland, WA where Carol will show it off to all of her friends and family. She's sure to "steal the thunder" when driving the *THUNDERTRUCK* she won, knowing there's not another vehicle on the road like it!

About Old World Industries

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 HERCULINER® Truck Bed Liner Kits; Mr. Clean Windshield Wash and Wiper Blades*; 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; and SplitFire® Spark Plugs. For more information, please visit www.oldworldind.com.

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