



FOR IMMEDIATE RELEASE

Danica Patrick Enters Into Multi-Year Agreement To Promote PEAK® Antifreeze And Mr. Clean™ Premium Windshield Wash & Wiper Blades

Nashville, Tennessee (July 16, 2005) – Revving up its marketing and promotional engines, Old World Industries of Northbrook, Illinois, has today announced a multi-year agreement with IndyCar Series sensation Danica Patrick.

Patrick, the 2005 Indianapolis 500 Rookie of the Year and leading contender for the 2005 IndyCar Series Rookie of the Year Award, will become the official product ambassador for PEAK Antifreeze products and Mr. Clean Premium Windshield Wash & Wiper Blades. Patrick will also appear in PEAK and Mr. Clean advertising, promotions and within their retail partners' in-store merchandising programs throughout the United States.



"I am excited to represent PEAK Antifreeze and Mr. Clean Premium Windshield Wash & Wiper Blades, which are two extremely successful and established brands," said Patrick. "PEAK and Mr. Clean represent quality and high performance which means a lot to me," added Patrick.

For PEAK and Mr. Clean, securing the services of one of the hottest personalities in all of sports is yet another step in bringing greater awareness of their products, as well as creating new and exciting promotional opportunities for their retail partners. "Like nearly everyone else around the world, we have watched Danica take on her competition with tremendous drive and spirit," stated Jeff Stauffer, Vice President of Marketing for Old World Industries, which is the parent company of PEAK Antifreeze and Mr. Clean Premium Windshield Wash & Wiper Blades. "We feel that Danica's competitive personality and desire to win parallel our goals with our products, and we believe that she will represent PEAK and Mr. Clean with nothing less than a first class effort," added Stauffer.

PEAK Antifreeze has delivered maximum protection and performance for more than 55 years. Always at the leading edge of coolant advances and patented new technologies, PEAK innovations have included the first pre-diluted "ready-to-use" antifreeze in PEAK Ready Use®, the first universal "All Makes And Models" coolant in PEAK Global, and the category's first-ever LifeTime™ Guarantee in its super-premium PEAK Global LifeTime.



As a name consumers have trusted for more than 40 years in and around their homes, Mr. Clean now offers premium quality and superior cleaning ability in windshield wash and wiper blade technology. Developed with Procter & Gamble* technology, the new Mr. Clean Windshield Wash was launched in the summer of 2005 and along with Mr. Clean Wiper Blades can now be found at a store near you.

PEAK Antifreeze and Mr. Clean Premium Windshield Wash & Wiper Blades can be found at major retailers like AutoZone, Pep Boys, NAPA, Wal-Mart, K-Mart, Target and Walgreens. In total, Old World products are sold on the shelves of more than 200,000 outlets nationwide, across every retail channel – whether automotive, mass merchandise, home/hardware, food/drug, or convenience.



PEAK Antifreeze and Mr. Clean Windshield Wash & Wiper Blades 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; SIERRA®, the safer antifreeze; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; SmartBLADE™ Premium Wiper Blades; HERCULINER® Truck Bed Liner Kits; SplitFire® Spark Plugs, Wire Sets and Performance Meters & Accessories. For more information, please visit www.oldworldind.com.

CONTACTS:

Eric De Bord, PROtential
847-922-3813
eric.debord@potential.com

Josh Russell, PEAK Antifreeze
847-559-2122
jrussell@oldworldind.com

Greg Palese, Mr. Clean Products
847-559-2189
gpalese@oldworldind.com

*Developed through a corporate strategic relationship between Old World Industries and Procter & Gamble. Mr. Clean, the Mr. Clean icon and the accompanying artwork are the intellectual property of The Procter and Gamble Company, Cincinnati, Ohio, used under license by Old World Industries, Inc.

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