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**PEAK® Antifreeze Strikes Deal with Danica's Race Team**

*PEAK Logo to Debut on Rahal Letterman Racing #16 Car at Indy 500*

**Northbrook, Ill (May 12, 2006)** – PEAK® Antifreeze announced today that the brand has signed an agreement with Rahal Letterman Racing to feature its iconic mountain logo on Danica Patrick's IndyCar® Series race car during the 2006 season – the first time PEAK will have such a large presence with the race team.

"With Danica already serving as spokesperson for PEAK, we're thrilled to be able to expand our relationship with Rahal Letterman Racing this season," stated Jeff Stauffer, Vice President of Marketing for Old World Industries, which is the parent company of PEAK. "We're looking forward to the debut of the PEAK logo on the #16 car, and cheering on Danica and her teammates in Indianapolis."

The PEAK logo will first appear at the 90<sup>th</sup> running of the Indianapolis 500 on May 28, positioned on both sides of Patrick's cockpit. The PEAK logo will also be in-view when shots from her in-car camera are broadcast to millions of viewers across the country on ABC-TV.

Patrick, the 2005 Indianapolis 500 Rookie of the Year and 2005 IndyCar Series Rookie of the Year, became the official product ambassador for PEAK Antifreeze and Mr. Clean Premium Windshield Wash & Wiper Blades in July 2005. In addition, Patrick starred in both brands' multi-million dollar advertising campaigns throughout last year.

The PEAK brand has a strong heritage in motorsports, claiming several racing legends among its former spokespersons through the years, such as Kyle Petty, Michael Waltrip and Dale Earnhardt, Sr. In addition to new Rahal Letterman Racing agreement, PEAK Antifreeze and Mr. Clean™ Windshield Wash and Wipers will again serve as title sponsor of the *PEAK Indy 300 presented by Mr. Clean* at Chicagoland Speedway. This year's race will take place on September 10, and is the final event of the 2006 IndyCar Series season.

“We are proud to once again be a part of the thrills and excitement that IndyCar Series racing brings to Chicagoland Speedway,” said Josh Russell, PEAK Brand Manager. “This is the perfect partnership for us because, just like today’s high-tech race cars and talented race drivers, our products represent the utmost in advanced technology, PEAK performance and overall quality.”

PEAK Antifreeze can be found at major retailers such as AutoZone, Advance, Pep Boys, NAPA, Wal-Mart, K-Mart, Meijer, 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 is manufactured, 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; Mr. Clean® Windshield Wash, Wiper Blades, and Auto Care 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. For more information, please visit [www.oldworldind.com](http://www.oldworldind.com).

Rahal Letterman Racing, based in Hilliard, Ohio and co-owned by three-time IndyCar Champion and 1986 Indianapolis 500 winner Bobby Rahal and CBS LATE SHOW host David Letterman, has been a leading open-wheel racing operation for more than a decade compiling 19 victories, 28 poles and one series championship (Bobby Rahal in 1992 in CART) and an Indianapolis 500 championship (Buddy Rice in 2004). In 2006 Rahal Letterman Racing will campaign three cars in the Indy Racing League’s IndyCar Series. Buddy Rice and 2005 Indianapolis and IRL IndyCar Series Rookie of the Year Danica Patrick will team with rookie driver Jeff Simmons who will pilot Honda powered Panoz cars with primary sponsorship by Argent Mortgage Company and Ethanol.



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