



## Tough Trucks, a Tough Driver, and a Bedliner “As Tough as They Come”

### HERCULINER® Truck Bed Liners Announces Associate Sponsorship of CORR Driver, Ross Hoek

Northbrook, IL (02/03/05) HERCULINER Truck Bed Liners announced today that they have teamed up with Ross Hoek Motorsports in the sport of Off-Road Racing. After a strong 2004 runner-up finish and 4 wins in the Sportsman 2 category of the CORR Series (Championship Off Road Racing), Ross Hoek is ready for a title run.



“HERCULINER Truck Bed Liners and CORR racing are a natural fit,” stated Brand Manager, Brian Bohlander. “It takes a tough product to withstand the beating a pick-up truck takes over time, and it takes a tough driver to survive the rigors of Off-Road Racing. The fan demographic is perfect, with lots of pick-up truck owners who want a great product at a great price. We’re extremely excited to be a part of this sport and this team, as Ross’s driving style keeps fans focused on his truck, whether leading the race or battling from behind.”

The 12 round CORR series features races in five Midwestern states at 6 different venues, including the legendary facility in Crandon, WI. “CORR and Off-Road Racing are on the brink of becoming mainstream,” states Hoek. “As the series moves into new markets, the exposure for our sponsors, including HERCULINER, will only increase. And with attendance growing to well over 300,000 at the events and continued TV coverage, the 2005 season will be spectacular!”



Ross also states, “We have been involved with HERCULINER on a limited basis the past three years and have worked hard to utilize the buzz and excitement of CORR racing to help promote their product, both on and off the track. We’re thrilled to have them more actively involved in our team for our title run in 2005!”

HERCULINER is a do-it-yourself truck bed liner made from a patented polyurethane and rubber formula.



Available in ready-to-use kits and quarts in black, red, gray, and white, HERCULINER is an affordable and easy solution for surfaces where an extremely tough, skid-resistant surface is needed, including running boards, wheel wells, automotive undercoating, trailer beds, lift gates, and cargo holds. Because it bonds to virtually any surface, including metal, concrete, wood, rubber, and plastic, it’s the perfect coating for a multitude of automotive, home and industrial applications.

For additional information on HERCULINER, visit [www.herculiner.com](http://www.herculiner.com) or Ross Hoek Motorsports at [www.rosshoek.com](http://www.rosshoek.com). HERCULINER is available at leading automotive, performance, and off-road retailers.

HERCULINER® Truck Bed Liners are marketed by Old World Industries, a privately held company with world headquarters in Northbrook, IL. Old World markets and sells automotive parts and chemical products in more than 50 countries. The company’s brands include: PEAK® Antifreeze; PEAK Performance Chemicals; SIERRA®, the safer antifreeze; SmartBlade™ Premium Wiper Blades; and SplitFire® Big Spark™ Spark Plugs, DUAL-MAG Ignition Wire Sets and Performance Meters and Accessories.

#### MEDIA CONTACTS:

Brian Bohlander  
Old World Industries  
(800) 323-5440 ext.2132

Jim Rednour  
HeislerGordon & Associates  
(773) 342-9900 ext. 230