

NEWS RELEASE

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Hanson Re-brands AAMCO for Expansion

PHILADELPHIA, August 2006- AAMCO's successful merger with Cottman Transmissions has formed the country's largest complete car-care company. Hanson Associates, a design and branding firm based in Philadelphia, has been awarded the contract to re-position the AAMCO brand for future growth and expansion.

Hanson Associates is re-positioning the brand for a new, younger market by upgrading and modernizing AAMCO's exterior image and enhancing the brand's identity. The transition will be complete with the redesign of the logo, signs, storefronts and interior merchandising, building upon the success of one of the best-known brand names in the automotive aftermarket.

Hanson Associates specializes in developing brand identity and marketing solutions for a wide range of global marketers, including: American Express, Campbell's, Colgate-Palmolive, JPMorganChase, Pernod-Ricard, Sara Lee and Sodexo. The firm's areas of expertise are brand development, marketing communications, packaging and retail design.

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