



FOR IMMEDIATE RELEASE

New EZ Lube Rewards Program Offers 50% Savings at All Southern California Locations

Costa Mesa, CA – September 22, 2009 – Today, it's more important than ever to take good care of the vehicle you drive and [EZ Lube LLC](#) wants to make it even easier. Starting Friday, September 18, 2009, all EZ Lube customers can sign up for the new EZ Rewards program to earn 50% savings on a full service oil change at any EZ Lube location. This new program combined with EZ Lube's high-quality brands, expert technicians and free wifi, make EZ Lube the most desired car care destination for Southern California vehicle owners.

After signing up their vehicle for [EZ Rewards](#) at any EZ Lube Service Center, customers need only to purchase two full service oil changes within one year to be eligible for the third full service oil change at 50% off the regular price. EZ Lube customers have a full 365 days to fulfill the requirements for the discount. The higher the grade of oil, the bigger the discount. This program was designed to appeal to all customers, whether they have their oil changed every 3 months or every 6 months, and allows them the flexibility to move up in the grade of oil. This is a deal they won't find at any other quick lube service. The new, money-saving [EZ Rewards](#) program applies to any full service oil change with any of the top-quality brands that EZ Lube provides including Mobil One, Mobil Semi Synthetic, Pennzoil, Castrol, Quaker State and Valvoline.

[EZ Lube LLC](#) Vice President of Marketing, Sophia Maksymchak reports, "We're pleased to be able to provide our customers with an incentive to get regular oil changes to keep their vehicle safe and in top condition. We know that our customers are keeping their vehicles longer, which means that scheduled maintenance is more important than ever."

EZ Lube's existing "No Worries" policy supports the new [EZ Rewards](#) program by keeping customers' maintenance records on hand at all EZ Lube Service Centers and providing timely reminders for oil changes and services.

For more information about the new EZ Rewards program, visit www.ezluberewards.com.

About EZ LUBE LLC:

[EZ LUBE LLC](#) was founded in 1988. Since that time, EZ LUBE LLC, a Costa Mesa, California based company, has become one of the country's largest privately owned fast oil change companies. We currently serve thousands of customers each day and over one million customers every year with a wide spectrum of preventative automotive maintenance including: oil change, transmission service, radiator service and tire rotation. For more information about EZ LUBE LLC, visit www.ezlube.com. For the nearest EZ Lube location, go to www.ezlubelocations.com. Source: EZ LUBE LLC.

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