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**PEAK Automotive Giving 1 Million Dollar Donation to Habitat Humanity if  
Paul Menard Comes in First at Daytona Beach Race**

*Local Habitat for Humanity Chapters to Receive Store Credit at Menards*

Northbrook, IL. (Feb. 22, 2011) – [PEAK Automotive Products](#) will be donating one million dollars in [Menards](#) store credit to local Habitat for Humanity chapters if Paul Menard, driver of the No. 27 Chevrolet, places first at the international motor racing event at Daytona Beach, Fla. on Feb. 26.

“The race is one of the most thrilling events in the world, but we wanted to add another level to that excitement by offering one million dollars to charity if Paul Menard wins,” said Susan Sperling, Director of Marketing, Old World Industries. “We know that the fans are passionate about the drivers they cheer for, but we hope that everyone can root for this great cause and Paul Menard at Daytona Beach.”

The one million dollars in store credit can be used to purchase retail priced product at Menards, and will be split amongst local Habitat for Humanity chapters in Chicago, Indianapolis and Minneapolis.

“I’m always racing to win, but knowing that I can help people in need by finishing first makes me want it that much more,” said Menard.

PEAK has also launched a new blog - [PEAK AUTO Shop Talk](#) – and is currently running a “27 Days of Menard” promotion that includes an in-depth look at the new PEAK paint scheme that Menard will sport at the race, special giveaways, and Q&As with Menard himself. Fans can continue to follow the blog for the latest in automotive news, product launches and other giveaways.

For more PEAK news visit the Facebook fan page at <http://www.facebook.com/peakauto> or follow [@PEAKAuto on Twitter](#).

PEAK Automotive Products are sold at more than 20,000 retail outlets in the U.S., including Walgreens, Wal-Mart, Sam’s Club, Menards, Advance Auto Parts, Pep Boys, O’Reilly Auto Parts, Sears, True Value Hardware, AutoZone and NAPA.

**About Menards**

Menards is well-known throughout Midwest for their complete selection of high-quality, name brand merchandise and the tools, materials and supplies for all your home improvement needs. Whether you’re a beginning do-it-yourselfer or more experienced contractor, there is something for everyone at Menards from just needing a light bulb or can of paint to building a deck or new home. As always, Menards is known for its excellent guest service and is the place to “Save Big Money.”

**About Old World Industries**

PEAK Automotive Products are 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 in more than 30 countries worldwide. Old World’s brands include a full line of PEAK® Performance Products including Antifreeze, Motor Oil, Washer Fluid, Electronics and Wiper Blades; SIERRA® Antifreeze; Fleet Charge® Fully Formulated Coolant; Final Charge® Heavy Duty Global Extended Life

Antifreeze/Coolant; SmartBLADE™ Premium Wiper Blades; HERCULINER® Truck Bed Liner Kits; and BlueDEF® Diesel Exhaust Fluid. For more information, please visit [www.peakauto.com](http://www.peakauto.com).

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