**NEWS RELEASE**

For Immediate Release

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**AutoTex PINK Goes For Gold in Year Four**

*The Windshield Wiper Company Aiming to ‘Wipe Out Breast Cancer” is on Pace to be a GOLD Level Sponsor of the National Breast Cancer Foundation in 2013*

September 2013 - Pine Brook, NJ: AutoTex PINK, a division of woman-owned WEXCO Industries, a leading global supplier of windshield wiper blades, has continued their unique and innovative efforts in the fight against breast cancer. For every AutoTex Pink windshield wiper blade sold, WEXCO Industries makes a donation to the National Breast Cancer Foundation to fulfill their mission to provide mammograms for underserved women.

“As a woman-owned company, AutoTex PINK is dedicated to ‘*Wiping Out Breast Cancer*’ with the aid of our customers and strategic partners,” said Paula Lombard, WEXCO President and founder of AutoTex PINK. “Through this partnership, our goal is to support those affected by breast cancer, increase overall awareness for the disease and fund the ongoing research that will hopefully one day overcome this dreaded challenge.”

Each of the first two years of the AutoTex Pink program, WEXCO raised enough funds from their sales for bronze sponsorships. In 2012, sales of AutoTex Pink doubled to achieve a Silver Level donation. Now, in 2013, after new brand strategies and growth, AutoTex Pink is right on target for a Gold Level sponsorship.

“I am ecstatic about the impact AutoTex Pink’s contributions are making to the NBCF. AutoTex Pink has allowed our customers in the installer and retail arenas to make a difference in their communities. AutoTex Pink has started a movement in the automotive industry of people working together to make a difference. I am confident we will be a Gold Level sponsor this year and we don’t ever intend on slowing down.’

With its popularity on the rise, AutoTex Pink is predicting a hugely successful National Breast Cancer Awareness Month in October. Many of AutoTex Pink’s partners have committed to giving an extra contribution from the sale of these wiper blades in addition to AutoTex Pink’s standing donation.

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**About the National Breast Cancer Foundation, Inc. ®:** Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation’s (NBCF) mission is to save lives through early detection and to provide mammograms for those in need.  A recipient of Charity Navigator’s highest 4-star rating for eight years, NBCF provides women help for today and hope for tomorrow through its [National Mammography Program](http://www.nationalbreastcancer.org/About-NBCF/Our-Mission/%22%20%5Ct%20%22_blank), [Beyond The Shock®](http://www.beyondtheshock.com/%22%20%5Ct%20%22_blank), [Early Detection Plan](http://nationalbreastcancer.org/edp%22%20%5Ct%20%22_blank), [MyNBCF](http://www.mynbcf.org/%22%20%5Ct%20%22_blank) online support community, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).

**About AutoTex PINK:** AutoTex PINK is a division of WEXCO Industries, Inc., a certified WBENC (Women’s Business Enterprise National Council) company that is one of the nation’s leading global supplier of OEM quality windshield wiper blades, auto parts and accessories. A portion of the sales of AutoTex PINK windshield wiper blades goes to the National Breast Cancer Foundation and the Breast Cancer Society of Canada. For more information, visit [www.autotexpink.com](http://www.autotexpink.com) or call 800.692.3962.