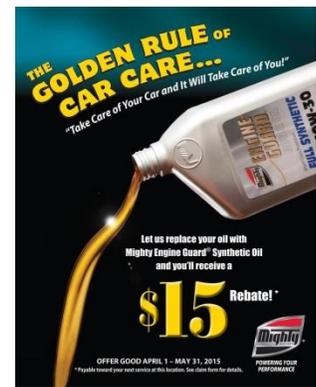




PRESS RELEASE

Build Repeat Business with Mighty's Spring Consumer Rebate Promotion!

- The "Golden Rule" of Car Care – Take Care of Your Car and It Will Take Care of You!



Norcross, GA – March 11, 2015 - Mighty Distributing System of America, a franchisor selling OE quality automotive parts, chemicals and lubricants, and providing its franchisees and their customers personalized local service, training and support, announces an aggressive Spring Consumer Rebate promotion to build customer loyalty and encourage proper vehicle maintenance.

Beginning April 1 and running through May 31, 2015, consumers having their vehicle serviced by a professional shop utilizing Mighty parts, chemicals and lubricants can earn back up to \$90 as motivation to properly care for their car.

Following are the qualifying services and rebate amounts:

SERVICE	REBATE AMOUNT
Mighty VS7 Fuel System Cleaning	\$15
Mighty VS7 Oil System Cleaning	\$15
Mighty VS7 Cooling System Cleaning	\$15
Mighty VS7 Transmission System Cleaning	\$15
Mighty Engine Guard Cabin Air Filter Replacement	\$10
Royal Purple® Synthetic Engine Oil Change	\$20
Mighty Engine Guard® Synthetic Engine Oil Change	\$15

Beyond encouraging consumers to properly maintain their cars, this Mighty Spring Consumer Rebate promotion helps professional automotive service providers using Mighty products to build consumer

loyalty. The rebate checks are made payable to the original servicing retailer and mailed to the consumer. The consumer then gains the full value of the rebate(s) upon their next service and/or purchase from the same retailer.

“We at Mighty are very proud of our 50-plus year history partnering with automotive professionals,” said Ken Voelker, Mighty Auto Parts President and CEO.

Voelker added: “We look forward to our Consumer Rebate promotions because they give us the triple-purpose opportunity to 1) continue to provide exceptional support to our great franchise partners, 2) empowering them to enable their customers to grow their businesses and build consumer loyalty, 3) while encouraging consumers to properly maintain their vehicles.”

For more details on the Mighty Spring 2015 Consumer Rebate Promotion, ask your local Mighty representative or go to: www.mightyautoparts.com/spring15. The Mighty Spring 2015 Consumer Rebate Promotion is available through participating Mighty franchisees and their professional auto service customers.

About Mighty Distributing System of America

Mighty Distributing System of America, a franchisor of sales and services in aftermarket auto parts, is headquartered in Norcross, Georgia and supports 110 distributors in 41 states and four international markets. The Mighty System features attentive local service, inventory management expertise, classroom and on-site training in conjunction with extensive offerings of OE quality undercar, underhood, chemical products and shop supplies. The Mighty business model attracts independent repair shops, quick lubes, tire centers and new car dealerships across the nation and abroad. Recognized as a “top 25 franchise brand” by *The Wall Street Journal*, Mighty’s unique approach of dealing directly and exclusively with automotive professionals began in 1963.

Follow Mighty Auto Parts online:



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