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## **TNT Marketing Helps Old World Industries Enter the Diesel Exhaust Fluid Market with BlueDEF™ into C-Stores**

### ***Established North American supply chain to meet 2010 demand***

NORTHBROOK, Ill. (June 22, 2009) – Old World Industries, a leading supplier of functional fluids, announced plans to distribute its BlueDEF™ brand of diesel exhaust fluid (DEF) to meet the demands of the North American commercial diesel vehicle industry beginning in 2010. The company's established supply network of 10 production locations and over 4,500 distribution points will enable truck stops, fleet operators, dealerships and truck manufacturers to maintain DEF inventory.

BlueDEF is a urea-based fluid that converts pollutant NO<sub>x</sub> into harmless nitrogen and water in selective catalytic reduction (SCR) emissions-control systems. It is required to help nearly all diesel-powered commercial vehicles meet new EPA standards taking effect in 2010.

"The challenge for the industry will be to maintain ample and uninterrupted supply as demand for DEF grows," said Old World's Kal Mahmood, senior vice president of commercial sales. "Our extensive supply chain offers an established distribution infrastructure."

Known for producing high quality products in multiple categories, Old World continues to expand its product offerings to meet the needs of the heavy-duty market. With functional fluids such as Final Charge coolant for heavy-duty diesel engines, PEAK Antifreeze and others, Old

World Industries has been a trusted name in functional fluids for over 35 years.

“Few manufacturers have the opportunity to supply and distribute to so many diverse networks as we do,” said Mahmood. “Our expertise and relationships across the heavy-duty market allows us to provide BlueDEF through an already established network.”

For more information about BlueDEF, please visit [www.BlueDEF.com](http://www.BlueDEF.com).

### **About Old World Industries**

Old World Industries is a leading manufacturer and distributor of automotive aftermarket performance and maintenance chemicals, parts, tools, accessories and supplies. The Northbrook, Illinois-based company enjoys a presence in more than 50 global markets. Old World's other brands include a full line of PEAK® Performance Products antifreeze, oil filters, motor oil, windshield wash, wiper blades, and automotive electronics; SIERRA® antifreeze; Final Charge® Heavy Duty Global Extended Life Antifreeze/Coolant; HERCULINER® Truck Bed Liner Kits; and SplitFire® Spark Plugs. For more information, please visit [www.peakauto.com](http://www.peakauto.com).

### **About TNT Marketing**

TNT Marketing is a leading sales and marketing organization in the convenience store industry. TNT represents many recognized consumer products in top c-store categories, including automotive, beverages, foodservice, frozen foods, grocery, general merchandise, HBC and salty and sweet snacks. Bayer, ConAgra, Dole, General Mills, Mattel, Procter & Gamble (Duracell/Gillette) and Trojan are among the category-leading brands in the TNT Marketing portfolio.

C-storologists® are experts in convenience stores, much as zoologists are experts in the animal kingdom. Based in Arlington, Texas, the TNT c-storologists® maintain established partnerships with c-store wholesalers

and retailers nationwide. With specialized knowledge and experience, TNT Marketing has a proven record of success.