



FOR IMMEDIATE RELEASE MEDIA ADVISORY

Mr. Lube's 'Ready for a Change?' Campaign Takes Top Honours at the Marketing Magazine and Frankie Awards

VANCOUVER, May 7, 2008 – Mr. Lube Canada received top honours at the Marketing Magazine and Canadian Franchise Association (CFA) Awards for their latest advertising campaign, "Ready for a Change?" Both award ceremonies recognize creative contributions and excellence in advertising and marketing. The Marketing Magazine Awards were presented in Toronto on May 1, 2008, while the Frankie's were presented at the CFA National Convention, in Deerhurst, Ontario on May 5, 2008.

"Mr. Lube decided to take the dealers on directly, with humourous ads that showed some of the "tricks" dealers use to instill fear and confusion in customers," says Brent Cuthbertson, VP Marketing, Mr. Lube Canada. "The campaign was based on real insights gleaned from consumer research. The positioning was expressed in the campaign call to action: "Ready for a change?"

The Marketing Magazine Awards are the only national ad creative competition and the most coveted domestic prize in the Canadian advertising industry. Mr. Lube received Silver in the Radio Campaign Category for its 'Difference' commercial and Bronze in the Single Television Commercial (under :30 seconds) for 'The Keys'. The entire campaign focuses on challenging the consumer's choice for automotive preventative maintenance services against the automotive dealers.

With five nominations and five awards, Mr. Lube swept the Frankie Awards Ceremony, presented by the CFA. Mr. Lube Canada took Gold in three of the five categories they were nominated in and Silver in the remaining two. Gold was received for the Radio Advertisement 'Difference', 'The Keys' in Television, and 'Victoria Bus Back' received Gold in the Transit/Bus Shelters/Outdoors Category. Silver Awards were received for the Business to Business Brochures Category for the 'Franchise Application Brochure' and Corporate Identity for Company logos inspired by a vehicle's dashboard.

"Being recognized nationally by these two organizations for our new brand campaign validates that we are building excitement and momentum in what many consumers see as a "low interest" category," says Paul Healey, President & CEO of Mr. Lube Canada. "Our campaign clearly presents Mr. Lube as the clear dealer alternative, providing warranty approved services focusing on what consumers want "convenience + quality". These awards help to reaffirm our path as we continue to expand our distribution network and franchisees across Canada."

About Mr. Lube Canada

Mr. Lube Canada is Canada's No. 1 quick lube provider and a leader in the automotive routine maintenance category with 93 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 32 million customers in its 32 years history. Headquartered in Delta, BC, the company also has a regional office in Mississauga, Ontario to support its national franchise network. For further information, visit www.mrlube.com

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