



MEDIA ADVISORY

Mr. Lube Canada Supports the Multiple Sclerosis Society of Canada and MS Awareness Month through its Founder's Day Campaign

May 05, 2008 – Vancouver – On Saturday, May 10th, 2008 Mr. Lube Canada will be supporting the Multiple Sclerosis (MS) Society of Canada and MS Awareness Month by donating \$5 from every oil change purchase at Mr. Lube locations across the country.

Canada has one of the highest rates of MS in the world and women are diagnosed with the disease three times more frequently than men. These are two stark facts that serve as motivation for those who work to end the disease and primary reasons for Mr. Lube's involvement.

"We are very proud of our partnership with Mr. Lube and their commitment to help Canadians impacted by this disease," says Ken Mayhew, Chief Development Officer of the MS Society of Canada. "Mr. Lube is recognized as a corporate leader in the fight to end MS."

During May, MS Awareness Month, Mr. Lube is working to increase awareness and educating its customers on the importance of conducting research towards the fight against MS and is proud to be supporting the MS Society nationally.

"We are pleased to be partnering with the MS Society of Canada for the second year through our annual Founder's Day Campaign as we recognize the founder of Mr. Lube Canada, Mr. Clifford Giese and this important charity," says Paul Healey, President and CEO of Mr. Lube Canada. "We raised over \$21,000 in 2007 and are excited about this year's campaign. Every oil change will donate \$5.00 towards the MS Society of Canada on Saturday, May 10th."

Through Mr. Lube Canada and the Mr. Lube Foundation, the MS Society of Canada is one of many charities that are supported nationally. The Foundation's primary focus for support is Prostate Cancer Research and Education and Children's Welfare. Since 2002, Mr. Lube Canada and the Mr. Lube Foundation have donated over \$3 million dollars to these and other local charities across the country.

About multiple sclerosis and the Multiple Sclerosis Society of Canada

Multiple sclerosis is a chronic, often disabling disease of the brain and spinal cord. It is the most common neurological disease of young adults in Canada. Most people with MS are diagnosed between the ages of 15 and 40, and the unpredictable effects of MS last for the rest of their lives. The MS Society provides services to people with MS and their families and funds research to find the cause and cure for this disease. Please visit www.mssociety.ca or call 1-800-268-7582 to make a donation or for more information.

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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