



MEDIA ADVISORY

Mr. Lube Canada Awards Prairie Lube Limited the Joe Lapceovich Jr. Community Award for Excellence in Community Outreach

May 5, 2008 – Vancouver – On February 25, 2008 Mr. Lube Canada awarded Prairie Lube Limited (a Mr. Lube Franchisee based in Calgary, Alberta) with the prestigious Joe Lapceovich Jr. Community Award for Excellence in Community Outreach at its annual Franchisee Convention.

This award celebrates the enthusiasm, dedication and commitment to personal excellence demonstrated by Joe Lapceovich Jr., former lead driver for the Mr. Lube Racing Team. To honor Lapceovich's dedication to charitable activities, this award was created to recognize franchisees who are leaders in the community.

Submission and consideration for the award is performed over a 12-month period which includes store and employee support, community outreach and giving. Prairie Lube Limited received the award based on the following activities:

- Raised over \$20,000 for Camp Quality in their province.
- Raised over \$14,000 for the Multiple Sclerosis (MS) Super Cities Walk
- Created an organizational donation plan for the Canadian Blood Services and donated 71 units of blood/plasma for a lifetime total of 350 units.
- Donation of silent auction items to the Children's Health & Hospital Foundation
- Participating in the annual United Way Campaign
- Supporting local City and Board of Education
- Support to the Bow Valley Hockey
- Support to the Society for Treatment of Autism

"We are proud to present Prairie Lube Limited and the Guenter family with this important award," says Paul Healey, President and CEO of Mr. Lube Canada. "Their commitment to the community and the various programs they support is recognition of how an organization can give back and make an impact. Not only does the staff of Mr. Lube support these important initiatives, but the customers of Mr. Lube do so as well. Through in-store donations, promotions and activities, Mr. Lube appreciates their ongoing contributions."

"We are honoured to receive the Joe Lapceovich Award for Community Excellence. The hard work and commitment of the staff of Prairie Lube Limited, along with the generosity of the customers that support our 11 locations in Calgary, Lethbridge and Saskatoon was critical to our success," says Jim Guenter, Vice-President of Prairie Lube Limited. "As a result of everyone's hard work, organizations such as Camp Quality and the MS Society of Canada receive valuable support. Prairie Lube has been a long-time supporter of the MS Society and will continue to support the Super Cities Walk this year by collecting pledges and walking on Sunday, June 1, 2008."

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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