



FOR IMMEDIATE RELEASE MEDIA ADVISORY

Mr. Lube Sweeps the Radio Category at the Frankie's

VANCOUVER, May 13, 2009 – Mr. Lube Canada was recognized for the second straight year at the Canadian Franchise Association (CFA) Frankie Awards for their advertising campaign, "Ready for a Change?". The awards ceremony recognizes creative contributions and excellence in Canadian franchise advertising. The Frankie's were presented at the CFA National Convention, in Toronto, Ontario on May 4, 2008.

"Mr. Lube continues to position itself as the convenient alternative to the dealers for routine automotive servicing. The campaign educates consumers through humour with our "No appointment necessary" approach to car maintenance. In a low interest consumer category you need to make people laugh and think positively about your brand," says Brent Cuthbertson, VP Marketing, Mr. Lube Canada. "The brand awareness that our campaign has generated continues to drive new customer growth and makes us an organization that people want to invest in."

With five nominations and five awards, Mr. Lube was once again recognized for its advertising strategy at the Frankie Awards Ceremony, presented by the CFA. Mr. Lube Canada swept the Radio Advertising Category, taking Gold, Silver and Bronze for our ad campaigns entitled "Customer Appreciation", "Magic Wrench" and "Downhill" respectively. Mr. Lube was awarded Silver in the Media Campaign Category for its Loyalty Campaign and Bronze in the Humber College Award Category for the campaign entitled "Bracelet".

"Being recognized nationally by the Canadian Franchise Association (CFA) has been tremendously important for our organization," says Paul Healey, President and CEO of Mr. Lube Canada. "To be recognized in back to back years for excellence in franchise advertising helps to position ourselves not only as a leader in our category, but also as one of the fastest growing franchise brands in the country. These awards will continue to provide the organization exposure as we continue to expand our distribution network and increase the number of our franchisees across the country."

About Mr. Lube Canada

Mr. Lube is Canada's leader in the automotive routine maintenance category with 99 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 33 million customers in its 33 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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