



## Mr. Lube wins Best of Show at the Crystal Awards

Vancouver, BC, March 17, 2009 – On the heels of a breakthrough year in 2008, Mr. Lube was awarded the Platinum Crystal as Best in Show at the 44<sup>th</sup> Annual Radio Marketing Bureau's Crystal Awards for "Magic Wrench" in Toronto last week. Mr. Lube also won gold in the Agency Single category and craft awards for both writing and performance. The Radio Marketing Bureau (RMB) presents Canada's most prestigious competition for excellence in radio advertising, and the country's only awards dedicated to the medium.

In less than two years, Mr. Lube has repositioned itself and has reinvigorated the category as a credible alternative to the traditional dealerships for routine automotive servicing. Working in close partnership with Rethink Communications, Mr. Lube has positioned itself boldly and squarely against car dealerships to offer consumers a more convenient alternative for routine car maintenance. In what consumers would consider a "low interest" category, Mr. Lube has taken a humorous approach in engaging consumers and challenging the common convention that you need to take your car back to your dealership for warranty approved routine maintenance.

"Being recognized as Best in Show at the Crystal Awards is a tremendous honour. To be selected as the best of the best helps demonstrate that our marketing strategy is working," say Brent Cuthbertson, vice president, marketing, Mr. Lube Canada. "We have used humour to engage consumers in a very difficult category and we are now being recognized for our bold and entertaining approach. Delivering an exceptional customer service experience based on our principles of convenience and warranty approved servicing to our customers remains our goal and focus."

Mr. Lube's "Ready for a Change?" campaign continues to receive national recognition for its ability to contrast the service experience offered at Mr. Lube, including convenience (no appointment necessary) and quality (warranty approved services), against its competitors. Judges at the RMB Crystal Awards called the ad, "clever, entertaining and memorable".

### About Mr. Lube Canada

Mr. Lube Canada is Canada's leading quick lube provider in the automotive routine maintenance category with 98 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 33 million customers in its 33 year history. Headquartered in Delta, BC, the company also has a regional office in Mississauga, Ontario to support its national franchise network.

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