

PRESS RELEASE

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Honest-1 Auto Care Leads the Industry in Eco-Friendly Automotive Initiatives

90-Point Checklist Established to Carry Out Initiatives to the 20 Auto Centers Nationwide

Scottsdale, Ariz. (January 15, 2009) – Taking significant strides in an industry that is not typically known for being environmentally conscious, Honest-1 Auto Care’s eco-friendly initiatives are some of the most proactive in the nation.

Honest-1 Auto Care, a fast growing auto repair and maintenance chain, employs some of the most aggressive eco-friendly policies on the corporate and center level, using more eco-friendly protocols than competitors and exceeding federal regulations. Honest-1 executes four major eco-friendly actions companywide, including strict recycling of auto materials, pollution prevention, resources conservation and providing services to customers like ECO TuneUp® and ECO Oil Change. To fully integrate these, Honest-1 has established a 90-point checklist required for all 20 Honest-1 locations nationwide.

“Eco-friendly is not just a slogan at Honest-1; it’s a mindset,” said Jack Keilt, president and CEO of Honest-1. “A large percentage of our 90-point checklist reinforces our commitment to perform at levels greater than normally found in the automotive sector.”

Also known as the Environmentally Sustainable Actions manual, the 90-point checklist reviews practices at an auto care center, including using water-based parts cleaning system; sending all used oils, antifreeze and transmission fluids to a recycler; cleaning and recycling of all empty plastic containers; and promoting Honest-1’s most eco-friendly services that increase fuel economy and decrease emissions. Also included in the checklist are requirements for eco-friendly center upkeep, like water-reducing landscaping, power conservation and purchasing energy-saving equipment.

All of the 20 Honest-1 locations across the nation are required to follow the ESA manual once a year, and must be within 80 percent compliance at all times. Honest-1’s commitment to sustainable actions also includes a menu of customer services that are eco-friendly. While the ECO TuneUp™ and ECO Oil Change – both using a proprietary additive that reduced emissions and increases gas mileage – are the most popular, Honest-1 technicians also recommend other services that are good for the environment. These include using high mileage oil and filters, promoting extended life oil filters and explaining to customers the importance of tire inflation.

“The public is increasingly seeking businesses that will help them reduce their carbon footprint,” Keilt said. “Honest-1 not only provides services that are environmentally conscious, but our technicians set them up with the knowledge to maintain their vehicles in the most sustainable way possible.”

About Honest-1 Auto Care:

Honest-1 Auto Care® is the only national full-service auto repair and maintenance franchise chain that is 100 percent ESA® Certified eco-friendly. Honest-1® executes four eco-friendly actions companywide, including strict recycling of auto materials, pollution prevention, resource conservation and trademarked services like ECO TuneUp® and ECO Oil Change. In addition to its high standards to be environmentally responsible, Honest-1® is committed to all-around quality customer service

unprecedented in the auto repair and maintenance industry. Each Honest-1[®] staff member and technician is thoroughly trained to meet company-set standards, which are designed to make the maintenance process less intimidating for non-auto enthusiasts while providing, upfront honest service. With 20 locations throughout the U.S., Honest-1[®] centers are family-friendly, and are characterized by clean and upscale waiting areas, Internet cafés, children's play areas, leather chairs and couches, HDTV and complimentary beverage stations. Honest-1[®] plans to double its locations nationwide in the next year. For more information, visit www.honest-1.com.

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