

PRESS RELEASE

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Honest-1 Auto Care Establishes National Headquarters in Scottsdale, Ariz.

Auto Maintenance Company Announces Executive Team, Plans to Double Franchises in One Year

Scottsdale, Ariz. (Oct. 13, 2008) – With growth projected to double in one year, Honest-1 Auto Care has named Scottsdale, Ariz. as its national headquarters in preparation for its continued expansion throughout the United States.

With \$11 million in revenues, growth already in the double percentage digits and plans to double its existing 19 nationwide franchises within one year, Honest-1 Auto Care is a full-service auto repair and maintenance chain that is 100 percent eco-friendly. Implementing rigorous internal standards to continue as the country's leader in eco-friendly automotive service, Honest-1's executive team of experts are strategically revolutionizing the automotive industry with strict company regulations of recycling of auto materials, pollution prevention, resource conservation and trademarked services like ECO TuneUp™ and ECO Oil Change.

"We are happy to establish our national headquarters in Scottsdale because it is home to many other national franchisor headquarters, which is an environment that offers us valuable resources such as vendors and an experienced workforce," said Jack Keilt, president and CEO of Honest-1. "In addition, our team of executives recognizes Scottsdale is a leader in eco-friendly business practices, which aligned well with our business philosophy."

Honest-1's executive team, which will operate out of its Scottsdale Airpark office, collectively has nearly 100 years of automotive and franchise development experience, including:

- Jack Keilt, president and CEO. With 33 years of franchise development of major national franchise chains, Keilt joined the team to bring his expertise to Honest-1. The former President and CEO of Fantastic Sam's, Keilt has also led and developed franchise expansions for fast food giants such as Jack in the Box, Burger King, and Bojangles,
- Gary Messer, chairman. Messer's franchise experience and leadership developed at ACE America's Cash Express Financial Business and extends to his current position as President of Arizona Auto Lenders Auto Financing, both in Kingman, Ariz.
- Rissy Sutherland, senior vice president of operations. Working in the automotive industry since age 15, Sutherland holds a Master's degree in Human Resources Development and more than a decade of industry experience. Sutherland served as the director of training and vice president of operations and training for Moran Industries, Inc., overseeing more than 200 repair facilities, before joining Honest-1.
- Tim McCarthy, vice president of franchise development. McCarthy brings more than 20 years experience from the franchise industry, including positions with Coldstone Creamery, Nordic Track and UPS. Recognized in these companies as a record-breaking and award-winning franchise sales champion, McCarthy is recognized as an industry leader for his insight, knowledge and expertise.
- Lisa Messer, secretary/treasurer. Responsible for the treasury function at ACE America's Cash Express Financial Business and Arizona Auto Lenders Auto Financing, Lisa brings 10 years of expertise to the H-1 team.
- Monte Tyson, director of projects and planning. Tyson's years at EDS in the IT industry, and along with Gary Messer in the check cashing franchise business and the auto finance industry allowed him to manage large multi-state territories while holding various executive positions, including sales manager and director of operations.

In addition to being 100 percent eco-friendly, Honest-1 centers are characterized by clean and upscale waiting areas, Internet cafés,

children's play areas, leather chairs and couches, HDTV and complimentary beverage stations. Fully trained in helpful and upfront customer service, the Honest-1 staff approaches customers with honest service unmatched by any other repair and maintenance company in the nation. Since launching its new business model earlier this year, Honest-1 has taken an innovative approach to the maintenance and auto repair industry.

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 19 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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