

**PRESS RELEASE**

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**Honest-1 Auto Care Commits to Planting 40,000 New Trees in One Year**

*Eco-Friendly Auto Maintenance Chain Funds One Tree for Every Repair Order in 2009*

**Scottsdale, Ariz. (Feb. 15, 2009)** – Honest-1 Auto Care will fund the planting of 40,000 new trees during the next year to reinforce its commitment as the most eco-friendly auto repair and maintenance chain in the nation.

In a long-term collaboration with American Forests, a leading nonprofit organization that plants trees for environmental restoration, Honest-1 Auto Care will donate funds to plant one tree for every customer repair order completed at its 19 auto care locations across the nation during the next year. Honest-1 Auto Care is currently the only auto repair franchise chain to enter into a year-long agreement of this magnitude with American Forests.

“As a fast-growing eco-friendly franchise chain, we wanted to partner with a reputable nonprofit whose mission statement toward being environmentally responsible is as strong as Honest-1’s,” said Jack Keilt, president and CEO of Honest-1 Auto Care. “Over the last year, we have taken the lead in the auto repair industry to be eco-friendly, and our new partnership with American Forests is just another way to give back to the environment.”

Beginning in March, customers who bring their car in for a service will automatically have a tree planted on their behalf. For a customer who is vigilant about regular check-ups and routine maintenance, this could result in Honest-1 donating several trees on that one person’s behalf. With thousands of repair orders in 2008 and franchise locations increasing, Honest-1 estimates at least 40,000 orders will be placed in 2009. The donated trees will be planted in forests that have been severely harmed by wildfire, disease, pests, development and natural disaster.

“We are proud to partner with a company so committed to giving back to the environment,” said Deborah Gangloff, Executive Director of American Forests. “The trees we plant for Honest-1 will reforest more than 100 acres of land. They will provide habitat for wildlife, halt damaging erosion, purify the air and water, and most importantly, will enhance and preserve precious forest ecosystems.”

Honest-1 is an auto repair and maintenance chain that serves as a one-stop shop for all routine car service needs. Services include ECO TuneUp<sup>®</sup>, ECO Oil Change, air conditioner system service, automatic transmission service, emission inspections, and heating and cooling system service.

**About Honest-1 Auto Care:**

Honest-1 Auto Care<sup>®</sup> is the only national full-service auto repair and maintenance franchise chain that is 100 percent ESA<sup>®</sup> Certified Eco-Friendly Auto Care<sup>®</sup>. Honest-1<sup>®</sup> executes numerous eco-friendly actions companywide, including strict recycling of auto materials, pollution prevention, resource conservation and trademarked services like ECO TuneUp<sup>®</sup> and ECO Oil Change. In addition to its high standards to be environmentally responsible, Honest-1<sup>®</sup> is committed to all-around quality customer service unprecedented in the auto repair and maintenance industry. Each Honest-1<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> plans to double its locations nationwide in the next year. For more information, visit [www.honest-1.com](http://www.honest-1.com).

**About American Forests:**

American Forests is a world leading nonprofit organization with a mission to grow a healthier world by working with communities on local efforts to restore and maintain forest ecosystems. American Forests' work encompasses planting trees, calculating the value of urban forests, fostering environmental education, and improving public policy for trees at the national level. The organization's goal is to have 100 million trees planted by 2020. With more than 25 million trees planted already, American Forests continues to grow a greener future for the nation and the world. Visit [www.americanforests.org](http://www.americanforests.org).

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