

Hy-Per Lube Partners with AutoWorld Radio to Assist Retailers in Nationwide Name Brand Recognition

Seattle, WA, (January 15, 2007) Hy-Per Lube Corporation, manufacturer of Hy-Per Lube Oil Supplement announced today their sponsorship with AutoWorld Radio for 2007.

“We are very excited about our sponsorship with Bob Long and AutoWorld Radio,” John Latousek, President of Hy-Per-Lube, commented. “Bob Long is not only a professional and a twenty-three year veteran in the world of radio, but his knowledge and expertise in the automotive industry is very well known.”

In addition to the Hy-Per Lube commercials Latousek will be a featured monthly guest on the live, three-hour, weekly talk show. Hy-Per Lube will be the exclusive sponsor of AutoWorld’s weekly *Motorsports Report*, a segment of the program called in by sports announcer Jeff Bressler, that often brings the checkered flag winner to listeners straight from the last lap.

“ Our goal is to assist our retail distribution channels by helping to make Hy-Per Lube a household name, Latousek went on to say. “Radio is proven to be an intimate advertising medium where listeners actually have a relationship with their radio. Radios are in our garage, bedroom, workplace and living areas. It’s the only medium where you can multi-task and still enjoy the show....and advertisers benefit by this.”

Harold Hilton originally formulated Hy-Per Lube Oil Supplement in the early 1950's. At that time, Hilton fabricated high quality valves for a wide variety of industries, including the paper and pulp, electrical power generation, petrochemical and marine. The enormous amount of heat and friction generated by the worm gears within the valves was causing premature wear and failure. Finding no commercially available lubricant that was suitable, Hilton set out to develop a lubricant that met his needs. The result was the development of Hy-Per Lube, a high film strength, non-foaming, extreme pressure, non-corrosive, oil supplement.

Hy-Per Lube Corporation also manufactures a complete line of High Performance Oil, Fuel and Cooling System products. Hy-Per Lube products are available at Advance Auto Parts, Checker, Schucks & Kragen Auto Parts, O’Reilly Auto Parts and Pep Boys. www.hyperlube.com

AutoWorld airs on *The National Radio Network (NRN)* and the *Cable Radio Network (CRN)* on Sundays from 5:00 - 8:00 PM EST. The weekly 3-hour radio program is nationally syndicated to over 160 radio stations. www.autoworldradio.com