



Heartland Automotive Services, Inc.
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Heartland Automotive Services announces Vice President appointments.

OMAHA, July 13, 2009- America's largest Jiffy Lube franchisee announced today the addition of two Vice presidents in key operating roles. Alan D. Barrington joins the Omaha HQ staff as Vice President of Human Resources, and David V. Wyman has been appointed Division Vice President for the NW Division, based in Seattle, WA.

Alan Barrington brings Heartland over 25 years of HR experience in the retail and service industries. Most recently he was VP-Human Resources at Dean & De Luca, a leading luxury food retailer, based in Wichita, KS. Prior to that, Alan had a variety of senior HR roles at firms like Service Merchandise, Car Max and The News Group.

In announcing Alan's appointment, Eric F. Glover, President and CEO said, "Alan's addition is another step in our evolution to regain our standing as the top operator in the automotive services arena. People are the key to success in our business, and Alan will provide invaluable leadership to the recruitment, training and on-going development of our 4,000 employees who are dedicated to helping customers maintain their second largest investment."

Mr. Barrington received a BA in Communications from Oral Roberts University, and has achieved SPHR certification. He and his family will be relocating from Wichita to Omaha.

Dave Wyman brings 30 years of bottom line experience devoted to the automotive aftermarket industry to Heartland's largest single market, NW Washington. Most recently he served as the Vice President of Operations for Brake Masters, where he was accountable for all aspects of operations for more than 100 stores and 450 employees in 6 states. During his tenure at Brake Masters, Dave led day-to-day operations and was responsible for building the company from 20 stores to more than 100. Prior to Brake Masters, Dave worked in multiple operating roles at other national companies that provided quick lube services.

Dave will report to Peter Harris, Heartland's COO. In announcing Dave's appointment, Peter offered, "Dave is a great addition to our field operations team. He completes the staffing of our field re-organization begun in March, and will clearly help us elevate our ability to serve customers in the Pacific Northwest at the standard they deserve. With our superior footprint of 85 stores, we should accelerate our growth in this large vibrant marketplace." Mr. Wyman will be based in Seattle, WA.

About Heartland

Heartland Automotive Services, Inc. (dba Jiffy Lube®), is the largest Jiffy Lube franchisee and the largest independent quick lube operator in the United States. Headquartered in Omaha, Nebraska, the company operates nearly 400 quick-oil-change stores in 15 major markets including Austin, Boston, Chicago, Columbus, Kansas City, Las Vegas, Los Angeles, Madison, Memphis, Minneapolis, Omaha/Lincoln, San Diego, Seattle, St. Louis and Tucson. Heartland has continuously operated Jiffy Lube stores (through its affiliated predecessor companies) since 1980. In 1995, Heartland Automotive Services was formed when five independent Jiffy Lube franchisees in St. Louis, Minneapolis, Kansas City, Austin and Omaha banded together to share best practices and leverage their size to provide better value to their customers. From that humble beginning of 66 stores, Heartland has grown to an entity comprised of 395 stores, serving nearly 5.0 million vehicles annually.

***Our Mission** is to help our customers properly maintain their vehicles by providing high-quality, fast, convenient, and affordable services by professional, honest, friendly employees that put the customers' best interest above all else. **Our Vision** is to become the preferred provider of automotive preventative maintenance services in every market we serve. Success in our **Mission** each day will bring us success in our **Vision**.*

All inquiries should be sent via www.heartlandjiffylube.com or 1-800-417-7308.