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## **Heartland Automotive Services, Inc. Appoints New Chief Customer Advocate.**

OMAHA, Nov 27, 2007 — America's largest Jiffy Lube franchisee announced today that Rich Lange, long-time Executive Vice President, has been appointed Chief Customer Advocate for the Company. In this newly created role, Rich will report directly to Eric Glover, Heartland's CEO and President. In making the announcement, Glover said, "This appointment heightens executive accountability for customer satisfaction and demonstrates the Company's serious commitment to improving the customer experience in all 438 stores nationwide."

In naming Lange to his new role, Glover offered, "Rich is the perfect person to lead this strategic initiative within Heartland. He has been a champion for the customer throughout his long tenure and he brings the perfect combination of operational stature and real-world experience coupled with the passion to ensure that customers who visit our stores are delighted by their experience. Rich's new role expands his purview beyond just our "bricks and mortar" to include the practices and touch points by which we interact with over 5,000,000 customers each year."

Steve Isom, SVP-Operations for Heartland echoed Glover's enthusiasm for Lange's appointment. "Rich is a legend in the Quick lube industry and he will be relentless in finding ways for us to delight our customers. I know that my team will be the first in line to tap into Rich's insights and passion for serving our customers better."

Lange added, "I am honored to have been asked to lead this effort within Heartland. It is our vision to become our customer's preferred choice for preventative automotive services. I am confident that our employees will embrace this effort, and make sure our customers are happy to visit our stores and eager to tell their friends how great their experience was."

Mr. Lange was a former owner of our original franchisee operations in St. Louis and is one of the founding members of Heartland Automotive Services. He was elected Executive Vice President-Development in 1996, shortly after the founding of the company. From 1985 to 1988, Mr. Lange was Senior Vice President of Jiffy Lube International and was in charge of the 14 state Midwest region, which included 63 company-owned stores. During his 3½ year tenure, the Midwest region grew from 101 stores to 303 stores. Between 1978 and 1985, Mr. Lange was involved in real estate franchising, property management, and real estate development. Mr. Lange received a B.A. in Economics from Westminster College and a Masters in Finance from the University of Iowa and he currently serves on the Board of Directors of Jiffy Lube Association of Franchisees.

## About Heartland

Heartland Automotive Services, Inc. (dba Jiffy Lube®), a portfolio company of Quad-C Management, Inc., is the largest Jiffy Lube franchisee and the largest independent quick lube operator in the United States. Headquartered in Omaha, Nebraska, the company operates 438 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 438 stores, serving over 5.5 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](http://www.heartlandjiffylube.com) or 1-800-417-7308.