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For Immediate Release

Heartland Automotive Holdings Commences Chapter 11 Reorganization

OMAHA, NE, January 14, 2008 - As previously reported, Heartland Automotive Holdings, the nation's largest Jiffy Lube franchisee with 438 quick-oil change stores in 20 states, commenced Chapter 11 proceedings on January 7, 2008 for the purpose of restructuring its financial affairs and resolving disputes with its franchisor. The filing was brought on primarily by a confluence of two adverse developments: (1) the breakdown of negotiations with Jiffy Lube® International (JLI) to resolve long-simmering disputes regarding the companies' relationship; and (2) a decline in financial performance brought on by rising gas and oil costs, which reduced customer visits and squeezed margins in 2007. Faced with the possibility of an escalation in the disputes with JLI, which could have involved the putative termination of agreements governing the operation of the business, the Company determined that it should not deplete its liquidity by making the payments owed to its senior and subordinated lenders in early January, and instead sought Chapter 11 relief to facilitate the resolution of the issues that are affecting the business.

Since the commencement of the Chapter 11 case, the business has continued to operate in the ordinary course and no interruptions of any kind are foreseen. Interim "First Day" orders have been obtained from the Bankruptcy Court overseeing the case that permit the Company to utilize its cash on hand to fund operations and to pay all ongoing employee wages and benefits. Arrangements have also been made with key vendors to keep product flowing to all store locations. In addition, Heartland has received a \$10 million financing commitment from its principal shareholder, Quad-C Management, to provide additional surplus liquidity during the pendency of the Chapter 11 case (at filing, the Company had over \$8 million of cash on hand). The financing package, which would be secured by liens on the Company's assets that are junior to the liens under the Company's existing senior credit facility, is set to be considered by the Bankruptcy Court on January 23. Dymas Capital, the agent under the Company's existing senior credit facility has indicated that it may provide the Company with a competing financing proposal later this week.

"While the decision to file for Chapter 11 was not an easy one, we ultimately felt it was the best course of action to protect our business while we work toward a resolution of our issues with JLI that will permit us to optimize value and continue to grow," said Eric Glover, Heartland's CEO. "Based on the size and strength of our company we anticipate that our reorganization will provide a full recovery to all of our creditors, including our senior banks and Blackstone, as well as leaving existing equity in place."

Heartland and JLI have a number of long-standing disputes regarding their respective rights and obligations, including how to most effectively spend advertising dollars to support the business, the appropriate methodology for rolling out a proposed re-image package at the stores, the level of support JLI should provide to the network, oil pricing for Pennzoil-Quaker State products from JLI's parent, Shell Oil Company, and the circumstance under which Heartland can continue to expand and grow its business. Efforts to resolve these matters have been on-going for nearly two years, but have produced little in the way of progress. Late in 2007, JLI took the position that it could terminate agreements covering certain Heartland locations. The possibility that JLI would attempt to send additional termination notices, combined with the anticipated cost and delay from the litigation that would likely ensue, were significant drivers in the decision to file for Chapter 11.

Upon completion of the initial stabilization phase of its Chapter 11 case, Heartland anticipates returning to the negotiation table with JLI. If a satisfactory resolution cannot be achieved, the Company anticipates seeking Bankruptcy Court authority to reject its franchise agreements with JLI and proceeding with a plan to exit Chapter 11 as a re-branded business.

As Mr. Glover explained, "While we would prefer to find a solution that would permit us to continue as part of the Jiffy Lube network, we will not compromise the recoveries of our stakeholders and employees to do so. As such, we are prepared to separate from JLI by agreement or Court order, if necessary."

Quad-C has indicated that it is fully prepared to support the Company's restructuring effort. In addition to providing financing for the Chapter 11 case, Quad-C is also prepared to inject additional equity capital into the business as part of the Company's emergence from Chapter 11. "We continue to believe in the upside opportunities of this business and will determine the appropriate form and size of an additional investment once we understand the terms on which the JLI issues have been resolved," said Gary Binning, a Quad-C partner who sits on Heartland's board.

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.

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 million vehicles annually.

For additional information on Heartland Automotive Services Inc. please go to: www.heartlandjiffylube.com or call 1-800-417-7308 x370. For more information on the Chapter 11 filing visit this web site:

<http://chapter11.epiqsystems.com/clientdefault.aspx?pk=9768d35c-3a4e-4faf-9ab0-926ecd091be3&l=1>