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BELRON US CONVERTS TO SAFELITE AUTOGLASS BRAND IN KEY WESTERN U.S. MARKETS

Customer research, brand recognition drive market strategy

COLUMBUS, Ohio (Jan. 18, 2008) – One year after the acquisition by Belron SA, Belron US (formerly Safelite Group) is converting to the Safelite AutoGlass® brand name in Arizona, California, Nevada and Washington beginning in February. The conversion will affect 106 locations and 920 associates in those four states.

The affected store brands include Elite Auto Glass™ (Arizona, California and Nevada), Glaspro™ (Arizona and Washington), Maverick Glass™ (Arizona) and Windshield Pros® (California).

“Our branding strategy is to leverage the strongest brand name in a market and focus all efforts on making that brand the natural choice for all consumers,” said Dan Wilson, president and chief executive officer of Belron US. “Even though we have adjusted the brands in these states, we remain one team of associates with the same goal – to delight every customer.”

Since the February 2007 acquisition of Safelite, the company has been carefully studying which brand names have the most customer recognition in the markets where both companies had operations.

Extensive market research showed that customers in Arizona, California, Nevada and Washington did not have a dominant awareness of any one company brand, but Safelite AutoGlass® had the highest general name recognition among consumers.

“This was the right move at the right time for these markets. Our associates and customers were ready for this change,” Wilson said. “A single brand in these markets reduces customer confusion and allows us to leverage our marketing activities.”

Wilson added the company will continue to co-brand operations as Elite Auto Glass™ and Safelite AutoGlass® in Colorado and as Auto Glass Specialists® and Safelite AutoGlass® in Michigan, Minnesota and Wisconsin.

Locations that will be affected are listed below.

Arizona: Bullhead City, Casa Grande, Cottonwood, Flagstaff, Glendale, Kingman, Lake Havasu, Lakeside, Mesa, Nogales, Payson, Peoria, Phoenix, Prescott, Sierra Vista, Tucson, Yuma.

California: Anaheim, Auburn, Bakersfield, Camarillo, Carlsbad, Carson, Cathedral, Chico, Chula Vista, City of Commerce, Colton, Concord, El Centro, Fairfield, Fresno, Grass Valley, Lancaster, Livermore, Los Angeles, Merced, Murrieta, Ontario, Pasadena, Redding, Redwood City, Riverside, Sacramento, Salinas, San Diego, San Francisco, San Jose, San Juan Capistrano, San Luis Obispo, Santa Ana, Santa Barbara, Santa Maria, Santa Rosa, Sherman Oaks, Shingle Springs, South San Francisco, Stockton, Union City, Victorville, Visalia, West Covina, Yuba City.

Nevada: Las Vegas, Reno.

Washington: Auburn, Bellevue, Bremerton, Burlington, Everett, Kennewick, Longview, Olympia, Puyallup, Renton, Seattle, Spokane, Tacoma, Vancouver, Yakima.

About Belron US

Belron US, a subsidiary of Belron SA, is a multi-faceted automotive glass and claims management service organization based in Columbus, Ohio. The company is composed of three major business operations that include automotive glass fulfillment services, operating under the trade names Auto Glass Specialists®, Elite Auto Glass™ and Safelite AutoGlass®; windshield manufacturing; and Safelite Solutions® fleet and insurance claims management

services. The company employs more than 7,000 people throughout the United States.