



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

PATRICK SMITH 540/720-7484

IGA Releases “Don’t Get Steered!!!”

Attendees of last week's Independent Glass Association's (IGA) annual conference and Spring Glass Show™ left equipped with the IGA's new comic book, “Don’t Get Steered!!!”

“[The comic book] is going to help me become more politically active in my state,” said Tim Kludt of New View Auto Glass in Midway City, Calif.

Don’t Get Steered!!! is the opening salvo in a very aggressive anti-steering program being rolled-out in phases this year by IGA. It is available exclusively to IGA members. The initial idea for the anti-steering comic book was suggested by consumer advocate and presidential candidate Ralph Nader in 2007.

Don’t Get Steered!!! is available exclusively to IGA members via www.iga.org. It will be used to educate consumers, lawmakers and others about the issues they face everyday trying to compete in a market that is controlled by competitor-administrators.

“I plan on incorporating the comic into a portfolio I am creating to help educate insurance agents in my region,” said Adam Nulton of Northeast Auto Glass in Nanticke, Pa. “I have already had vendors ask me if I have a copy. It is going to change a lot of views about our industry.”

IGA members received their comic books last week and have already starting incorporating them in their businesses.

“I presented the comic to one customer who was amazed that it described what he had just gone through while filing his glass claim,” said Cheryl Walker of SD’s Auto Glass in Mt. Carmel, Ill. “It is going to be a huge educational tool.”

The initial issue of *Don’t Get Steered!!!* is a premium edition and available for a limited time only. Volume two of the comic book will be released shortly. It continues the first volumes’ story line by explaining a unique steering technique used by competitor-administrators. IGA will also release a combo edition later this year that contain both of the first two volumes in one binding.

The IGA is the only association dedicated to the needs of the independent glass companies in North America. Its members are also dedicated to the professional and ethical installation of glass in a safe and proper manner. IGA members are located in all 50 states and ten countries.

