

**SAFELITE AUTOGLASS ENTERS INTO MULTI-YEAR
SPONSORSHIP AGREEMENT WITH THE NASCAR PERFORMANCE
NETWORK**

Link to NASCAR.COM site key to customer referrals

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COLUMBUS, Ohio - Safelite AutoGlass®, a subsidiary of Belron US, has entered into a three-year agreement with the NASCAR Performance Network® to become the exclusive provider of auto glass replacement and repair.

This partnership delivers immediate business leads through the sport's flagship Web site, NASCAR.COM, and tremendous opportunities for marketing and cross-promoting the Belron US family of brands. The NASCAR Performance Network page within NASCAR.COM has 110,000 visitors per month, and the racing organization spends more than \$15 million annually promoting the site.

"We aligned with NASCAR because of their customer loyalty and how their customers support their sponsors," said Mark Placenti Belron US marketing vice president. "NASCAR is very selective and their fans know that. So, if NASCAR trusts a company enough to put them on the NASCAR Performance Network, fans know they can trust that company and they will give them their business."

In addition to driving Web traffic for online scheduling of auto glass replacement and repair services, the NASCAR Performance Network partnership includes rights to NASCAR Performance Network identification. All Belron US brands including Auto Glass Specialists®, Elite Auto Glass(TM) and Safelite AutoGlass® will have the rights to use the NASCAR Performance Network and NASCAR Performance Network Member logos in their marketing and advertising activities, as well as on vehicles, uniforms and facility identification.

"The NASCAR Performance Network is proud to welcome Safelite AutoGlass® into its family of companies dedicated to serving the 75 million NASCAR fans who take tremendous pride in their cars," said Mike Dever, director of the NASCAR Performance Network. "They are a wonderful addition to the growing NASCAR Performance Network."

In addition to the sales and marketing benefits of the sponsorship, Placenti said the internal benefits for the company are significant. In fact, the company just launched a customer-service focused internal contest to coincide with the start of the NASCAR season. Employees in markets across the company are competing against one another to increase “customer delight” scores to win NASCAR merchandise and opportunities to attend NASCAR races.

About Safelite AutoGlass

Safelite AutoGlass is part of Belron US, a multi-faceted automotive glass and claims management service organization. The company is comprised of three major business operations that include automotive glass fulfillment services, operating under the trade names Safelite AutoGlass®, Auto Glass Specialists®, and Elite Auto Glass(TM); windshield manufacturing; and Safelite Solutions® fleet and insurance claims management services. The privately held company employs more than 7,000 people throughout the United States.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), which began in 1948, is the sanctioning body for one of America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 attended sporting events in the U.S., the No. 2 rated regular-season sport on television with broadcasts in over 100 countries, and has 75 million fans in the U.S. More Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three major national series (the NASCAR NEXTEL Cup Series, NASCAR Busch Series, and NASCAR Craftsman Truck Series), four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions 1,300 races at 100 tracks in more than 30 U.S. states, Canada and Mexico.