

## **NEWS RELEASE**

### **Contact:**

**Jenny Cain**

**614/210-9460**

**614/354-0553**

**jenny.cain@safelite.com**

## **FOR IMMEDIATE RELEASE**

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### **SAFELITE PREPARES FOR LAUNCH OF TV ADVERTISING THAT IS EXPECTED TO DOUBLE BUSINESS**

*\$1,500 sign-on bonus offered to experienced technicians in efforts to meet demand*

COLUMBUS, Ohio –Safelite AutoGlass® has plans to mount a national television advertising campaign beginning in October, a strategy that its leaders are confident will double business. To meet the anticipated boost in customers, Safelite intends to hire a significant number of qualified technicians and repair specialists before the ads begin.

Company leaders are especially interested in locating technicians with previous vehicle glass installation experience who can join the Safelite family. As an incentive for these seasoned, professional technicians, Safelite is offering a \$1500 sign-on bonus for those who qualify.

Safelite will be hiring across the United States, though several markets have a particularly strong need for qualified associates. These are:

- Boston
- Chicago
- Houston
- Oakland Calif./San Francisco
- Seattle
- Washington DC/Alexandria, Va.

Additionally, Safelite has purchased 250 vans and 300 HHRs (retro-styled compact station wagons) from General Motors and is adding 295 Glass Medic® repair kits to its inventory in efforts to equip the larger workforce.

Safelite's two-week campaign will be shown in very heavy rotation; it is estimated that some 75 percent of adults age 25 to 54 will potentially see the spot 12 times during its run. The spots are based on an advertising model that has proven effective in seven other Belron®-owned companies around the world.

“These are exciting times to be part of Safelite,” said Tom Feeney, president and CEO of Belron US, parent company of Safelite. “I encourage anyone who has an interest in doing great work for a growing company to consider a career here.”

Potential technicians and repairs specialists interested in becoming a Safelite associate can apply online at [safelite.com](http://safelite.com), stop by their local Safelite AutoGlass® office or call (800) 462-2259.

#### **About Safelite AutoGlass®**

Safelite AutoGlass®, founded in 1947, is the nation’s leading provider of vehicle glass repair and replacement services, providing mobile service to more than 90 percent of the U.S. population in all 50 states. A subsidiary of Columbus, Ohio-based Belron® US, Safelite AutoGlass® serves more than 3.7 million customers each year through its company-owned operations. For more information, visit [safelite.com](http://safelite.com).

#### **About Belron® US**

Belron® US, a subsidiary of Belron SA, is a multi-faceted vehicle glass and claims management service organization based in Columbus, Ohio. The company is composed of three major business operations that include vehicle glass fulfillment services, operating under the trade names Auto Glass Specialists®, Cindy Rowe Auto Glass™, Diamond Triumph Glass™, Elite Auto Glass™ and Safelite AutoGlass®; windshield manufacturing; and Safelite® Solutions which offers fleet and insurance claims management services. The company employs more than 8,300 people throughout the United States.

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