

Media Contact: Jenny Cain
(614) 354-0553 (mobile)
Jenny.Cain@safelite.com

FOR IMMEDIATE RELEASE

March 29, 2010

SAFELITE® GROUP PROMOTES TWO TO EXECUTIVE POSITIONS

COLUMBUS, Ohio – Safelite® Group, the nation's leading vehicle glass repair and replacement and claims management service organization, announces the promotions of Ed Sprigler and Rodger Pickett. Sprigler has been promoted to assistant vice president of national contact center operations, while Pickett has been promoted to vice president of customer relations. In his new role, Ed will be responsible for supporting national insurance and commercial referral programs. Pickett will oversee customer all external and internal customer relations functions.

"Ed has played a key role in Safelite's growth in his time with the company," said Rich Harrison, senior vice president and chief operations officer. "He has served as director of marketing and led our company's highly successful customer delight initiative. I am pleased that he will now have an opportunity to bring his skill and enthusiasm to further improving our call center operations."

Sprigler joined Auto Glass Specialists® in 1996, where he held various positions in sales, operations and business development and became a part of the Safelite® team with the Belron® acquisition of Safelite® in 2007. Since then Ed has been instrumental in customer satisfaction and Internet conversion programs. He earned a Bachelor of Arts in International Relations and Spanish from Illinois State University. He received an MBA in international business from the University of Toledo. Sprigler resides in Upper Arlington, Ohio.

Pickett led Cindy Rowe Auto Glass™ prior to its acquisition by Safelite® Group in 2009. Since joining Safelite®, he has been involved in initiatives to improve customer experience. He has over 25 years of experience in the vehicle glass repair and replacement industry. Rodger earned his MBA from the Marriott School of Management at Brigham Young University. He resides in Harrisburg, Pa.

"Rodger's focus on brand building and customer delight at Cindy Rowe Auto Glass helped to create one of the most respected brands in the vehicle glass repair and replacement industry," said Harrison. "In this critical role, he brings a wealth of experience and a passion for people. We look forward to Rodger continuing to bring his unique insights to Safelite® and helping us become a world-class service company."

About Safelite® Group

Safelite® Group, a subsidiary of Belron®, is a multi-faceted vehicle glass and claims management service organization based in Columbus, Ohio. The company, which has been in business since 1947, is comprised of four major business operations that include vehicle glass repair and replacement services, operating under the trade names Safelite AutoGlass®, Auto Glass Specialists®, Cindy Rowe Auto Glass™, Diamond Triumph Glass™, Elite Auto Glass® and the Auto Glass Center® family of brands; Safelite® Solutions and Alliance Claims Solutions which offer fleet and insurance claims management services; Service AutoGlass®, a wholesale and distribution operation; and Safelite Glass Corp., a manufacturing and distribution business unit. The company employs more than 9,000 people throughout the United States.