

FOR IMMEDIATE RELEASE

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DALLAS – August 1, 2008 – Service King Collision Repair Centers announced today the launch of its auto glass repair and replacement services in the Dallas-Fort Worth metroplex. The newly added service is offered both mobile and on-site at any of Service King's 21 DFW collision repair centers.

Service King is applying the same high quality standards it does for its auto body repair work to its auto glass services. Service King Auto Glass currently has 13 certified technicians and vans available for auto glass repair and replacement services and hopes to have at least 20 technicians in place in the next three months.

Customers are able to receive instant auto glass quotes via the Service King Web site (www.serviceking.com). Within just a few minutes of the customer submitting his or her information online, the customer care center will contact the customer about scheduling the repair and also assist in processing insurance claims.

The company is hoping to build on its strong brand to attract the additional business of auto glass repair work, from replacing windshields and windows, to fixing the damage of small rock chips. "We are getting on all the networks and are going to have a much more aggressive approach on the retail side," said Danny McKinley, Vice President of Operations for Service King. "The time is right, and we hope to have great success."

Ultimately, Service King aims to have a 10 percent share of the Dallas-Fort Worth auto glass repair market.

Service King Collision Repair Centers specialize in customer service and quality collision repairs utilizing cutting edge technology backed up with a lifetime warranty. Service King facilities provide working space for insurance adjustors and on-site Enterprise Rent-A-Car services. Operating hours are Monday through Friday 7:00 a.m. to 6:00 p.m. and Saturday from 9:00 a.m. to 3:00 p.m.

Owner and CEO, Eddie Lennox founded Service King 32 years ago with one location in Dallas, Texas. Now with 21 Dallas-Fort Worth locations, Service King is the largest in the area, and one of the top independently owned and operated collision repair organizations in the United States.

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