



December 6, 2010

Valvoline chosen by TBC Retail Group for its automotive lubricants brand

LEXINGTON, Ky. – TBC Retail Group, headquartered in Juno Beach, Fla., has selected Valvoline as its brand of automotive lubricants, transmission fluids and coolants.

“We’re pleased to begin a relationship with TBC Retail Group,” said Greg Stephens, director of marketing for Valvoline’s installer business. “By taking advantage of Valvoline’s premium products and business-building programs, together we can effectively reach our automotive goals.”

About TBC Retail Group

TBC Retail Group is a tire and automotive retail company that does business under a variety of brands including Service Central, Tire Kingdom, NTB – National Tire & Battery, Merchants Tire and Auto Centers and Big O Tires. With 1,300 locations and a nationwide warranty, motorists can count on the expertise of the Service Central team and quality Valvoline products.

About Valvoline

Valvoline, a brand of Ashland Inc., has been serving American motorists longer than any other motor oil. The Valvoline family of products includes Eagle One™ appearance products, Car Brite™ car restoration products, Zerex™ antifreeze, SynPow performance products and MaxLife™ products created for high-mileage engines.

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