



Raybestos® Brand Brakes Announces Promotional Campaign For 100-Year Anniversary In 2002

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McHenry, IL -- Dec 20, 2001 --

Brake Parts Inc.'s Raybestos® Brand Brakes will implement a new promotional campaign as part of its 100-year anniversary celebrations in 2002, according to Chris George, Marketing Manager.

"Raybestos has been the "best in brakes" for a 100 years and we plan to highlight this landmark year in the brand's history through four very special and unique promotional campaigns," said George.

- " **100 Year Apparel Program** – During 2002 only, some unique and distinguished items of clothing will be available that incorporate nostalgic Raybestos' logos from the last century.
- " **Cutting Edge** – In commemoration of Raybestos' 100 years on the cutting edge of brake technology, 2002 limited edition numbered sets of nostalgia knives will be available in a special display case with a certificate of authenticity.
- " **Full Steam Ahead** – 2002 limited edition numbered train sets will be available just in time for the Holidays. Each train car will be individually identified in celebration of the 100 year anniversary
- " **Who wants to be a Hundredaire?** – This program rewards the installers for every 100 box tops of premium Raybestos products returned to a special program redemption center.

Raybestos brand brakes are produced by Brake Parts Inc., McHenry, Illinois, the leading manufacturer of braking systems and components for the automotive industry.

For more information on Raybestos brand brakes, contact Brake Parts Inc., 4400 Prime Parkway, McHenry, Illinois 60050. Call (815) 363-9000 or visit <http://www.raybestos.com>.