



AUTOMOTIVE

CRP Industries Inc. One Minue Street Carteret, NJ 07008-1198 USA

office 732.969.2200

fax 732.969.3751

PRESS RELEASE

For additional information contact:

Monika LaPrete, Marketing Communications Manager

Phone: (732) 969-2200

Fax: (732) 969-1144

e-mail: mlp@crpindustries.com

or visit our website www.crpindustries.com

CRP Appoints Western Regional Sales Manager for Traditional Aftermarket

CARTERET, N.J., July 23, 2008 – CRP Industries Inc., a North American supplier of automotive products and longtime partner with Continental AG® as the importer of ContiTech® branded belts in North America, is pleased to announce the appointment of Dennis Losey to the position of Western Regional Sales Manager, Traditional Aftermarket Business Unit.

“It is with great pleasure that CRP welcomes Dennis Losey as Regional Sales Manager for CRP’s activities within the western United States,” states Bob Crane, Director of Sales & Marketing, CRP’s Traditional Aftermarket Business Unit. Dennis is no stranger to the automotive aftermarket as he most recently held the position of Automotive Aftermarket Manager for Henkel/Loctite, responsible for all western US sales in the automotive, marine, heavy duty and motorcycle markets. Prior to Henkel/Loctite, Dennis held national sales management positions with Radiator Specialty, Blue Coral/Slick 50 and Loctite. Dennis is a graduate of *San Diego State University*.

Dennis will be responsible for CRP’s Traditional Domestic Aftermarket business development activities for all states west of the Mississippi River. He will work with our sales representative agencies managing, motivating and training their respective sales forces. Dennis will



AUTOMOTIVE

CRP Industries Inc. One Minue Street Carteret, NJ 07008-1198 USA

office 732.969.2200

fax 732.969.3751

be looking to extend CRP's product offering into areas that have not been traditionally serviced by the company. "Dennis brings more than 30 years of sales management experience having worked for a number of respected companies," commented Crane, "And he will bring the same high level of professionalism and service to CRP's customers and activities."

Founded in 1954 as the North American partner of Continental AG, CRP Automotive supplies ContiTech branded timing belts, timing belt kits and serpentine belts; Pentosin technical automotive fluids; and Rein Automotive AC and Under Car parts for domestic and import applications to the wholesale distribution marketplace. Shipping from distribution centers in New Jersey, California, Canada, and Mexico, CRP has established a solid reputation for exceeding its customers' expectations on many fronts by offering the CRP promise of quality product and superior service for more than 50 years.

For additional information, visit the CRP Industries Web site at www.crpindustries.com.