



Gold Eagle Co. Launches a New Online Community: Cool Rides Online

FOR IMMEDIATE RELEASE

Contact: Marcel Manzano (773) 326-6333 • mmanzano@goldeagle.com

CHICAGO – Do you have a “Cool Ride” you want to show off online? Want to join groups related to your automotive interests, while winning some “Cool” prizes? Then visit the new website

CoolRidesOnline.net, which launches April 1.

Cool Rides Online[®] was originally launched as a series of web pages within it’s parent company Gold Eagle[®] Co.’s website, where collector and custom ride enthusiasts could submit pictures and tell stories about their “Cool Ride” for a chance to be featured on the site and win cool prizes. Since its launch, the Cool Rides Online pages have received over 100,000 visits.

www.CoolRidesOnline.net has evolved into a community where ‘gearheads’, boaters, motorcyclists, and just about any “ride” enthusiast can ‘Join the Club’! By creating their personal profiles, they can make friends, join social groups and join discussions about their favorite rides. Members can also submit pictures of their rides, browse the showroom galleries and participate in an online swap meet to buy or sell parts and services. Visitors can even take part in monthly contests and promotions for a chance to win cash and/or product prizes. Other website features include:

- News and Maintenance Tips from industry experts
- Event reports from local and national shows/meets
- Event calendar and listings.
- And the best part is that it’s all FREE!

To celebrate the launch of Cool Rides Online, everyone who creates a free account before July 2011 will be automatically entered for a chance to win \$1,000! *

- more -

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Cool Rides Online is brought to you by Gold Eagle® Co., manufacturer of leading brands including STA-BIL® Fuel Stabilizer, HEET® Gas-Line Antifreeze, 104+® Octane Boost, Start Your Engines!® Fuel System Revitalizer, NO-LEAK® Treatments, and DieselPower!® Diesel Additives. Details on the full line of Gold Eagle products can be obtained at www.goldeagle.com, calling 800-367-3245 or writing Gold Eagle Co. at 4400 S. Kildare Ave., Chicago, IL 60632.

**Winner will be chosen through random drawing amongst all eligible entries. Restrictions may apply. Please visit www.CoolRidesOnline.net for the official rules.*

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