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**FOR IMMEDIATE RELEASE**

**Cool Rides Online Announces Early Registration  
Sweepstakes Winner**

*-- Gold Eagle's Online Car Show and Forum Grows in Popularity among Ride Enthusiasts  
since April Launch--*

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August 26, 2011 (CHICAGO, IL) Gold Eagle® Co ("Gold Eagle"), maker of STA-BIL®, HEET® and START YOUR ENGINES!®, today announced it has awarded \$1,000 to Paul Blanchard, Jr. as winner of its Early Registration Sweepstakes used to promote the launch of Cool Rides Online® its virtual 'ride enthusiast' car show. The online contest ran April through July.

Since the site launched on April 1, Cool Rides Online has grown to nearly 1,500 members and generated more than 5,500 Facebook fans. The online community is free and designed as a virtual meeting place where 'gear heads', boaters, motorcyclists and just about any 'ride enthusiast' can share their passions for all things motor.

"The response to Cool Rides Online among the car club community has been tremendous," said Marcel Manzano, marketing specialist for Gold Eagle Company and webmaster for Cool Rides Online. "It originally started as a one-page contest where we displayed four cars per month. Now it's its own dynamic social site that's attracting more people everyday."

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Cool Rides Online members can create their own personal profiles, create or join clubs, chat in specific forums, check out "Showroom" galleries/albums, view automotive news, or take part in monthly or weekly contests such as "Ride of the Month" Cool Rides Online recently launched a "Ride of the Month" contest that awards more than \$700\* worth of prizes to five randomly-selected featured members every month.

Cool Rides Online as also sponsors and attends major enthusiast events such as the Hot Rod Power Tour (a seven-city tour that starts in Coca Beach, FL and ends in Detroit, MI), The Syracuse Nationals in Syracuse, NY and the Woodward Dream Cruise in Pontiac, MI and invites members to display their "Cool Rides" next to the Cool Rides Online customer booth.

### **About Cool Rides Online**

Cool Rides Online<sup>®</sup> is brought to you by Gold Eagle<sup>®</sup> Co., and designed to be a virtual community that celebrates the craftsmanship and individuality of "ride enthusiasts" everywhere. For more information or to join the community, please visit [www.coolridesonline.net](http://www.coolridesonline.net) , fan our Facebook page at [www.facebook.com/CoolRidesOnline](http://www.facebook.com/CoolRidesOnline) or follow us on Twitter at <http://twitter.com/CoolRidesOnline>

### **About Gold Eagle Co.**

For almost 80 years Gold Eagle<sup>®</sup> Co. has been an industry pioneer in the production and distribution of aftermarket fluids and additives. Quite simply, we create products that help preserve, protect and enhance the performance of engines everywhere. We are a leader in the product development, manufacturing, marketing, and distribution of branded engine performance and maintenance chemicals. Privately held and headquartered in Chicago, Gold Eagle Co. is the manufacturer of leading brands, including STA-BIL<sup>®</sup> Fuel Stabilizer, HEET<sup>®</sup> Gas-Line Antifreeze, NO-LEAK<sup>®</sup> Treatments, 104+<sup>®</sup> Octane Boost, Start Your Engines<sup>®</sup> and DieselPower!<sup>®</sup> Diesel Additives. To view our complete line of Gold Eagle products or to learn more about the Company please visit [www.goldeagle.com](http://www.goldeagle.com) or call us at 800-621-1251.

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