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FOR IMMEDIATE RELEASE

Gold Eagle Co. Earns Prestigious
Honda Supplier Performance Award

-- Company Recognized for Excellence in Quality, Value, On-Time Delivery; Corporate Responsibility --

September 19, 2011 (CHICAGO, IL) Gold Eagle® Company ("Gold Eagle") announced today that it has been named a 2011 recipient of the Honda Supplier Performance Award for its outstanding service delivered to American Honda Service Parts. Acknowledging its strong network of more than 600 Original Equipment Manufacturer (OEM) and Service Parts suppliers in North America, Honda recognized 128 top-performing companies for excellence in key areas of operation, including quality, value, efficiency and delivery. This is the fourth consecutive year Gold Eagle Co. has been recognized by Honda.

"It is with great pride that I accept this award on behalf of the men and women of Gold Eagle," said Marc Blackman, CEO of Gold Eagle Company. "We have worked hard to forge a true partnership with Honda and share the company's commitment to delivering an exceptional product. Seeing our efforts recognized just reinforces our team's unwavering dedication to meeting – and exceeding – our customers' needs."

"Honda has established a strong partnership among its suppliers in North America to continually improve performance in ways that have a positive influence on the products we build for our customers," said Tom Lake, Division Manager of Honda's North American Purchasing Division. "We appreciate that even during tough economic times they made efforts to enhance their business for the future, while establishing a culture among their associates to strive for perfection."

OEM suppliers provide parts to Honda factories for the production of new Honda and Acura models. Honda supplier awards to OEM suppliers go to companies that have achieved superior performance in one or more of three categories: Quality, Delivery and Value. Honda's Service Parts suppliers meet the needs of Honda and Acura customers for maintenance and repair after the sale by providing high quality service parts at competitive prices delivered in a timely manner.

To learn more about the Honda OEM Supplier Awards or Service Part Awards, please visit <http://www.honda.com/news>

About Gold Eagle Co.

For almost 80 years Gold Eagle[®] Co., has been an industry pioneer in the production and distribution of aftermarket fluids and additives. Gold Eagle Co. is a privately held company and headquartered in Chicago, IL. To view our complete line of Gold Eagle products or to learn more about the Company please visit www.goldeagle.com or call us at 800-621-1251.

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