



## **HouseSmarts Lou “Mr. Fix It” Manfredini Elected as Spokesperson for Gold Eagle Co. New Product**

*FOR IMMEDIATE RELEASE*

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CHICAGO – Gold Eagle® Co., makers of STA-BIL® Fuel Stabilizer, has joined forces with HouseSmarts™ host Lou Manfredini to promote their newest brand – Start Your Engines!® Fuel System Revitalizer. Editorial inclusions and advertising on HouseSmarts will begin airing in May, and will continue through the end of 2009.

On HouseSmarts, Lou will be touting Start Your Engines!™ Brand Fuel System Revitalizer - an innovative product designed to ensure easy starting of outdoor power equipment, smooth rough idling and stalling, and help remove gum and varnish from throttle the plate and carburetor. Intended for year-round use, Start Your Engines! is particularly effective when used at the start of every season and as a mid-year tune-up. Start Your Engines! will be featured on the HouseSmarts TV's 'Get Ready for spring' episode, slated to air on May 30.

More information on Start Your Engines! can be found at: [StartYourEnginesUS.com](http://StartYourEnginesUS.com).

Lou Manfredini has hosted his “Mr. Fix It” call-in show on WGN Radio in Chicago since 1995. He appears frequently on CNN and NBC's Today Show, as well as hosting “Home Improvement Minutes” - a nationally syndicated radio show currently on 170 stations. Lou is also contributing editor to USA Weekend Magazine with a column called “House Smart”.

Start Your Engines!® is made by Gold Eagle® Co., manufacturer of leading brands including STA-BIL® Fuel Stabilizer, HEET® Gas-Line Antifreeze, NO-LEAK® Treatments, 104+® Octane Boost and 104+® Maximum Octane Boost, and DieselPower!® Diesel Additives. Details on the full line of Gold Eagle products can be obtained at [www.goldeagle.com](http://www.goldeagle.com), calling 800-621-1251 or writing Gold Eagle Co. at 4400 S. Kildare Ave., Chicago, IL 60632.

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