



NO-LEAK Treatments Receive Packaging Overhaul

FOR IMMEDIATE RELEASE

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CHICAGO – Gold Eagle® Co.'s line of NO-LEAK® Treatments has become even more consumer-friendly with new labels, clear bottles and more product per bottle.

Gold Eagle conducted extensive consumer research before developing the bold new packaging. The updated label graphics draw attention to the line's leak-stopping ability and highlight an additional problem-solving benefit for each product:

- NO-LEAK Engine Treatment – Stops Engine Smoke
- NO-LEAK Power Steering Treatment – Stops Squeaks
- NO-LEAK Transmission Treatment – Stops Hard Shifting

All three NO-LEAK products now feature clear bottles, because research showed that consumers overwhelmingly preferred them to solid-color bottles. For added consumer convenience, the NO-LEAK labels and fluids remain color-coded to match the type of leak they stop.

Gold Eagle has also added value to each of the NO-LEAK products. Every NO-LEAK item now has even more of the leak-stopping chemicals in every bottle. NO-LEAK Engine Treatment includes an extra ounce and the Transmission and Power Steering products have been increased by an additional two ounces each.

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NO-LEAK[®] Treatments are made by Gold Eagle[®] Co., manufacturer of leading automotive brands including STA-BIL[®] Fuel Stabilizer, HEET[®] Gas-Line Antifreeze, 104+[®] Octane Boost and 104+[®] Maximum Octane Boost, AlumAseal[®] Radiator Stop Leak, and DieselPower![®] Diesel Additives. Details on the full line of Gold Eagle products can be obtained at www.goldeagle.com, calling 800-621-2151 or writing Gold Eagle at 4400 S. Kildare Ave., Chicago, IL 60632.