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FOR IMMEDIATE RELEASE

Rev Up Your Loved One's Engine This Valentine's Day

Gold Eagle Co. Products Have the Antidote to an Achy Breaky Car

January 23, 2012 (Chicago, Ill.) – This Valentine's Day heat up your love life by revving up your loved one's car engine. This holiday, Gold Eagle® Co. ("Gold Eagle"), an industry pioneer of aftermarket fluids and additives and maker of STA-BIL®, HEET® and START YOUR ENGINES!®, has the perfect antidote to help you avoid an encounter with an achy breaky car. While you indulge in chocolates and other goodies, make sure to also splurge on your vehicle with a gift package that will make it really hug the road this Valentine's Day.

"When it comes to Valentine's Day, we tend to think of buying gifts for our significant others, but for many, their second or even first love is their car," said Marc Blackman, CEO for Gold Eagle Co. "So forget a bottle of wine or perfume, and instead, spoil your car with a bottle of fuel stabilizer or antifreeze."

With frigid temperatures in most areas of the country, a little extra affection for your vehicle, like replenishing its vital fluids and topping them off with additives, could keep your car's motor running smoothly into the spring. Put together the perfect Valentine's gift package with some great products that will get your car's odometer racing, including:

- STA-BIL Fuel Stabilizer
 - #1 selling fuel stabilizer keeps fuel fresh for quick, easy starts after storage
 - Protects engine from gum, varnish, rust and corrosion
 - Prolongs engine life
- 104+ Octane Boost
 - Boosts power and improves gas mileage
 - Reduces knocks, pings and hesitation

- Iso-HEET Fuel-line Antifreeze & Water Remover
 - #1 selling brand of premium gas-line antifreeze, which absorbs five times more water than regular antifreeze
 - Cleans fuel injectors and carburetors
 - Removes water from fuel system and prevents rust and corrosion
 - Designed for year round use in all 2-cycle and 4-cycle gas and diesel engines
- Start Your Engines! Fuel System Revitalizer
 - Ensures easy engine starting of outdoor power equipment
 - Smooths out rough idle and helps eliminate warm stalling

To learn more about Gold Eagle products or to locate a nearby retail store, please visit

www.goldeagle.com.

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. 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® Fuel Stabilizer, HEET® Gas-Line Antifreeze, NO-LEAK® Treatments, 104+® Octane Boost, Start Your Engines® and DieselPower!® Diesel Additives. To view our complete line of Gold Eagle products or learn more about the Company, please visit www.goldeagle.com or call 800-621-1251.

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