



FOR IMMEDIATE RELEASE

**JIG-A-LOO USA, INC. AND SELLERS RACING DEBUT ALL-NEW ORANGE
#83 CHEVROLET AND LAUNCH NATIONAL "WIN WITH PEYTON AND JIG-A-LOO!" PROMOTION**

- Education Comes First for Sellers and Jig-A-Loo!! -

Los Angeles, CA (January 19, 2009) – Jig-A-Loo USA Inc. (www.jigaloo.com), makers of the all-around silicone lubricant, will debut Peyton Sellers' all-new #83 Jig-A-Loo Chevrolet Monte Carlo SS at the 2009 Toyota All-Star Showdown in Irwindale, California, January 23-24, 2009. Also making news as part of the debut is a special promotional campaign benefitting students called *Win with Peyton and Jig-A-Loo! Win with Peyton and Jig-A-Loo!* gives one lucky student and his/her school advisor a chance to win a full travel scholarship to the 2009 SkillsUSA National Convention in Kansas City, Missouri on June 21-26, 2009.

"We are excited to see Peyton do what he does best behind the wheel, and our team will be trackside watching and cheering him across the finish line on Saturday," said Cindy Sutton, vice president of sales and marketing, Jig-A-Loo USA, Inc. "As part of our new partnership with Peyton, we feel the All-Star Showdown and *Win with Peyton and Jig-A-Loo!* gives us the perfect opportunity to educate the public about SkillsUSA and the importance of developing a skilled American workforce."

The winner of the campaign must correctly guess the right number of laps led by Sellers during the 250-lap Showdown. To sign up and find more detailed information on *Win with Peyton and Jig-A-Loo!*, visit www.SkillsUSA.org and click on the "Watch NASCAR and enter to win a trip to NLSC" link.

Jig-A-Loo's relationship with Peyton Sellers began through its mutual involvement with the SkillsUSA Youth Development Foundation. A true believer in the importance of education, Sellers is the current national spokesperson for SkillsUSA. SkillsUSA provides teachers and students with an educational outlet to prepare for careers in trade, technical and skilled service occupations. It has become one of the country's largest student-based non-profit organizations supporting those entering the world of skilled trade. With membership of more than 300,000 students and instructors annually, SkillsUSA has reached more than 9.6 million members since its founding in 1965.

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This new sponsorship supports the introduction of Graphite Extreme to Jig-A-Loo's line of automotive products designed for the American automotive aftermarket. Graphite Extreme is a high performance graphite-based lubricant designed for automotive and high temperature applications wherever friction and heat cause lubrication problems.

Jig-A-Loo products are available at The Home Depot, Advance Auto Parts and participating Independent Hardware stores. They can also be purchased online at www.homedepot.com. In the coming months, Jig-A-Loo USA will also be launching its newest line of EconoGreen plastics. For more info please visit www.jigaloo.com.

The Toyota All-Star Showdown and its qualifying event will be aired live on SPEED, January 23-24, 2009. In addition to Sellers, this year's race includes a long list of top drivers from the NASCAR Camping World Series and former Toyota All-Star Showdown winners. The Toyota All-Star Showdown is known by many as the "Daytona 500 of short tracks," and will be a race to remember.

About Jig-A-Loo

Jig-A-Loo has been used in industrial and commercial establishments since 1958. The product was launched in 1998 in the Canadian mass retail market, quickly capturing a substantial portion of the lubricant market with its clean, dry and smooth application winning over do it yourselfers and professionals alike. Jig-A-Loo is ideal for wood, metal, leather and a number of other surfaces. It is an exceptional water-repellent, a rust and freeze inhibitor, and will not stain. Unlike traditional lubricants, Jig-A-Loo contains no oil, grease, wax or detergent.

About SkillsUSA

SkillsUSA is a national nonprofit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations. Founded in 1965, it has become one of the country's largest student-based non-profit organizations supporting those entering the world of skilled trade. With membership of more than 300,000 students and instructors annually, SkillsUSA has reached more than 9.6 million members since its inception.

For more information on **Jig-A-Loo**, visit www.jigaloo.com.

For more information on **Peyton Sellers**, visit www.peyton sellers.com or contact Michelle Soyars michelle@mediafit.net, MediaFit, 888-756-3342.

To learn more on SkillsUSA or how to become involved, visit www.skillsusa.org.

For **Media Information**, Jig-A-Loo product samples or images please contact Terry Miller terry@drivenmc.com, DRIVEN Media Communications, 951-587-9465.

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