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**JIG-A-LOO TO DEBUT NEW “LUBRIPELLENT” TO  
AUTO INDUSTRY AT 2007 SEMA SHOW**

***-- Professional Poker Superstar – Karina Jett – to Challenge MEDIA at Texas Hold Em’ --***

**LAS VEGAS (October 22, 2007)** – Jig-A-Loo, The #1 All-Around Lubricant will be making its automotive debut at the 2007 SEMA show in Las Vegas, October 29<sup>th</sup> – November 2<sup>nd</sup> at the Las Vegas Convention Center. Jig-A-Loo recently announced that its “Lubripellent” product has made its first automotive retail debut in Pep Boys and A&A Auto stores this month. The company also recently announced distribution in Home Depot and Wal-Mart, True Value, Orchard (OSH). To kick off Jig-A-Loo’s automotive debut, the company will feature Poker Superstar Karina Jett in its **SEMA booth (#12970)** offering members of the media and show goers the opportunity to play Karina at Texas Hold Em’. Winners get surprise gifts and 2 free cans of Jig-A-Loo. Karina will be onsite in the Jig-A-Loo booth Wednesday, October 31<sup>st</sup> and Thursday, November 1<sup>st</sup> from 1:00 PM to 5:00 PM.

“There is no better place or person to help Jig-A-Loo launch its product to the automotive community than with Poker Superstar Karina Jett and at the annual SEMA show in Las Vegas,” said David Gilmour, CEO, Jig-A-Loo World. “With the success Jig-A-Loo has had in Canada for 50 years, we are confident that this product will become an essential “tool” for the automotive community.”

For nearly 50 years, Jig-A-Loo has been a common household name in Canada because it’s a premium product that delivers unparalleled results. Jig-A-Loo is an all-purpose invisible lubricant and water-repellent with hundreds of practical uses around the home, car, office, garage/workshop, garden, boat or campground, among many other places. The 2007 SEMA show marks Jig-A-Loo’s entry into the auto industry for use on just about every part on a motorized vehicle. Use it on your mag wheels to shine and protect them, use it on rubber door seals, dashboard, suspension components, seat rails and more.

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## **History**

A favorite product in Canada for industrial and commercial uses since 1958, Jig-A-Loo quickly conquered the do-it-yourself and professional handyman markets since its retail launch a decade ago. It is now available nationwide in the U.S. for the first time ever.

Jig-A-Loo is the world's first and only lubripellent – it stops squeaks, un-sticks just about anything and protects against water damage. Unlike other spray lubricants, Jig-A-Loo goes on dry and doesn't stain or smell. Because it's silicone-based, it contains no oil, grease, wax or detergent – so it's perfect for wood, metal, leather, fabric, and most plastics. It's also a strong freeze inhibitor and rust preventer.

An affordable wonder, the product has a suggested retail price of \$6.50-\$7.00 – making it the must-have can for the kitchen, garage, tool-belt and even the purse!



## **About Jig-A-Loo**

Jig-A-Loo, a name derived from the inventor's exclamation "Ti-gi-dou," the Canadian phrase meaning "I've got it!" when he found the winning formula, 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, most plastics and a number of other surfaces. It is an exceptional water-repellent, a rust and freeze inhibitor, and will not drip or stain. Unlike traditional lubricants, Jig-A-Loo contains no oil, grease, wax or detergent.