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JIG-A-LOO USA, INC. ANNOUNCES TITLE SPONSORSHIP OF NASCAR'S HOTTEST NEW DRIVER - PEYTON SELLERS – FOR TOYOTA ALL-STAR SHOWDOWN

- Sellers to Debut Jig-A-Loo Car at 2009 Toyota All-Star Showdown -

Los Angeles, CA (December 17, 2008) – Jig-A-Loo USA Inc. today announced its first title motorsports sponsorship of one of NASCAR's newest young drivers, Peyton Sellers for the 2009 season. Driving the #44 Chevrolet, Sellers was in the points chase in the 2008 Camping World Series East taking the checkered flag in the final race of the season. Sellers finished eighth overall in the points standings. The new title sponsorship for Jig-A-Loo USA marks the company's first introduction into NASCAR. Jig-A-Loo and Sellers Racing will debut the all-new orange #83 Chevrolet at the **2009 Toyota All-Star Showdown** race at Toyota Irwindale Speedway on January 23 and 24, 2009.

"With an impressive race record and his affiliation with SkillsUSA, a non-profit organization, Peyton was a perfect fit for our partnership," said Cindy Sutton, vice president of sales and marketing, Jig-A-Loo USA, Inc. "Together we support the future skilled trades workforce of North America."

Jig-A-Loo's motorsports sponsorship will integrate Sellers into the brand's advertising and promotions campaign for the year. Jig-A-Loo is committed as the title sponsor for Sellers' #83 Chevrolet during the Toyota All-Star Showdown race in January at Irwindale Speedway. In addition to the Jig-A-Loo branding on the #83 Chevrolet, Jig-A-Loo and Sellers will be involved in various media opportunities and personal appearances throughout the racing season.

"The Toyota All-Star Showdown is one of the biggest races of the season for us and to have Jig-A-Loo, USA on board is a great way for us to kick-off our season," said Sellers. "Jig-A-Loo shares in the same passion as our race team with regards to its involvement with the non-profit organization SkillsUSA. Through our sponsorship with Jig-A-Loo and our mutual support of SkillsUSA, this is a winning race combination."

With Jig-A-Loo, USA Inc. adding new automotive products to its current line-up, partnering with a motorsports program will provide Jig-A-Loo with a new audience geared towards the auto industry. Jig-A-Loo's motorsports announcement comes just 18 months after the successful retail debut of its flagship lubricant named for its brand – "Jig-A-Loo".

Over the course of Jig-A-Loo's first year of retail in the United States, the company has launched two additional products – Jig-A-Patch and Graphite Extreme. Jig-A-Patch is the world's first sprayable drywall filler in a can, combining three tools in one: spackle, putty knife and sanding sponge. 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. It can also be purchased online at www.homedepot.com. In 2009, Jig-A-Loo USA is also preparing the national launch of EconoGreen plastics. For more info please visit www.jigaloo.com.

Both Jig-A-Loo, USA through the Youth Development Foundation and Peyton Sellers through his "stay in school" platform are strong partners of SkillsUSA, a national nonprofit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations. The organization was founded in 1965 and 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.

The Toyota All-Star Showdown and its qualifying event will be aired live on SPEED January 23-24, 2009. Last year's race was the most successful to date. Not only did a record 106 cars register for qualification, but the race finish was second to none. Joey Logano, another upcoming driver for Joe Gibbs Racing, was matched head-to-head with Sellers, narrowly escaping him in a green-white-checkered finish. With the rising caliber of talent featured in the Showdown throughout the years, this year is sure to be the best yet.

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.

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

JIG-A-LOO is a proud sponsor of the SkillsUSA Champions Campaign. SkillsUSA is a partnership of students, teachers and industry representatives working together to ensure America has a skilled work force.