

PRESS RELEASE

For additional information contact:
Monika LaPrete, Marketing Communications Manager
Phone: (609) 578.4100 Fax: (609) 578.4050
E-mail: mlp@crpindustries.com

CRP Automotive Retools Sales Team To Better Serve Customer Base

Cranbury, N.J., July 2012 - CRP Automotive, CRP Industries' largest business unit and an established source of automotive replacement and service parts, has realigned its automotive sales organization in order to establish a more effective and efficient sales management operation. The announcement was made by Michael Palm, VP Sales & Marketing of CRP Industries Inc., who indicated that the new alignment will impact the company's two key customer channels: Original Equipment (OE) and Independent Aftermarket (IAM).

Mark Malone has been named Director of OEM/OES Sales while Bob Crane is now Director of IAM Sales.

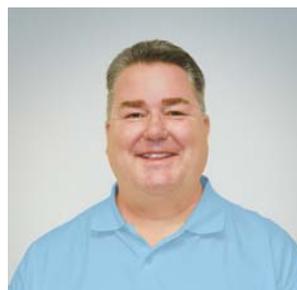
According to Palm, "The consolidation into the OE and Aftermarket business channels is designed to gain a better alignment with our sales growth strategies ensuring that CRP continues to meet and exceed customer expectations for quality products and unparalleled service. Both Mark and Bob have worked hard, proving their contributions to the company in growth and know they will continue to meet the challenges in front of them."

Mark Malone OEM/OES Sales

As Director of OEM/OES Sales, Mark Malone will be responsible for CRP's Original Equipment business development in the NAFTA market. In his 31 years with CRP, Mark has managed a large portfolio of independent warehouse distributors as well as OEM and OES customers. Palm explains, "This new alignment will allow Mark to focus 100% of his time on CRP's OEM/OES business development. Mark's independent aftermarket responsibilities have been transitioned to a new key account manager."



Mark Malone, Director of OES Sales at CRP Automotive



Bob Crane, Director of IAM Sales at CRP Automotive

Bob Crane, Director of IAM Sales

Bob Crane, as Director of IAM Sales, will assume sales management responsibilities for all of CRP's independent aftermarket (IAM). Bob joined CRP in 2004 and has

spearheaded CRP's sales growth in non-traditional and new distribution markets. Palm noted, "Bob's 30-plus years of sales management experience and working knowledge of the entire automotive aftermarket places him in a strong position to manage the day-to-day activities of our IAM sales team. Bob will have our IAM sales and account management teams reporting to him."

About CRP Automotive

CRP Automotive is a part of CRP Industries, a leader in the marketing and supply of automotive parts and industrial products. CRP Automotive provides some of the industry's leading brand names, including ContiTech® Automotive Belts, Rein® Automotive Parts and Accessories, Pentosin® Technical Fluids, and AJUSA Engine Parts. All products are backed by the CRP promise of quality and superior service. Founded in 1954 as the North American partner of Continental AG, CRP Automotive has established a solid reputation for exceeding its customers' expectations. CRP maintains key distribution centers in New Jersey, California, Canada, and Mexico.

For additional information, visit: www.crpautomotive.com.

-30-

