



PRESS RELEASE

FOR IMMEDIATE RELEASE

BEL-RAY ANNOUNCES NEW CONSUMER DISTRIBUTOR IN COLOMBIA

July 22, 2008—Bel-Ray Company, Inc. is pleased to announce that it has partnered with Importadora Abersa LTDA. as its exclusive distributor in Columbia for Bel-Ray's renowned range of high performance motorcycle lubricants.



Importadora Abersa imports and distributes motorcycle accessories and parts and looks forward to adding Bel-Ray products to its high quality range of products. Abersa, who will cover the entire country of Colombia, will bring a consistent level of service and supply of Bel-Ray products across the country.

ABOUT ABERSA

Importadora Abersa LTDA. is a well established and highly respected company in Colombia. The company imports and distributes three categories of products for motorcycles; tires, accessories and parts. They offer high quality tires, plastic parts, helmets, clothing, chains, sprockets, spark plugs and many other parts for motorcycles. The company was founded in 1976. Its office and warehouse is in Cali in southern Colombia. Currently, they are serving retail shops in nearly all cities and towns of the country.

ABOUT BEL-RAY

Bel-Ray's line of high performance motorcycle lubricants has been a major part of the motorcycle industry for more than 50 years, and Bel-Ray is one of the world's most recognized oil brands thanks to outstanding products like the unique Bel-Ray Super Clean Chain Lube and exceptional Bel-Ray Foam Filter Oil. Bel-Ray's innovative research and development continues to provide our motorcycle customers with the best lubrication solutions that offer the highest standards of superior protection and performance.

"This partnership will allow the Colombian consumer to have the opportunity to use outstanding products for their motorcycles. Only the best brands are included in our portfolio and Bel-Ray will be our key product so that we offer the best in lubricants into the Colombian market. We are very pleased and have great expectations," said Agustin Bernal, CEO, Importadora Abersa LTDA.

"We are very excited to enter the Colombian market and could not be more pleased to do so with an established company like Abersa. This is a strategic step of many more to come continuing the fast-paced growth of Bel-Ray's consumer products in Latin America," said Sander van der Velden of Bel-Ray.

FOR MORE INFORMATION PLEASE CONTACT:

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