



PRESS RELEASE

FOR IMMEDIATE RELEASE

BEL-RAY ANNOUNCES NEW INDUSTRIAL DISTRIBUTOR PARTNER IN MALAYSIA

September 2008—Bel-Ray Company, Inc. is extremely pleased to announce its new partnership in Malaysia with Besler SDN BHD for Bel-Ray's renowned range of high performance general industrial and Bel-Ray No-Tox products.



Besler was established in 1991 and focuses on trading specialty and high tech lubricant products. Besler also offers an excellent after-sales service including monitoring and analysis programs. Based in Shah Alam, just south of Kuala Lumpur, they are ideally located to cover the country with 20 sales and marketing personnel. Their four directors have a vast knowledge of the lubricant industry and the needs of their customers. With proper advice, training and guidance directly from Bel-Ray, Besler will successfully carry out its relevant duties and responsibilities.

Besler is officially registered with the Petroleum Development Act, 1974 (PDA) in Malaysia as a direct lubrication manufacturer representative.

Besler is very excited to have the opportunity to offer the high quality Bel-Ray range of lubricants to their already high quality product line and service. The company is innovative, enthusiastic and very keen to develop the lubricant range with its already extensive end-user customer base along with new customers that it will bring on board with its extensive expansion program.

"Besler is proud to represent Bel-Ray world-class quality full range of NO-TOX food grade products with NSF H1 approval, and high performance general lubricants to meet the demand of growing industry in this region," said Cijay Tong, Director, Besler SDN BHD

"Besler gives us a fantastic opportunity to develop our partner network further in Asia. They are expanding their own network within Malaysia, having just opened a new branch in Sabah in the East of the country," said Ian Bowmer, International Sales Manager, Industrial Division, Bel-Ray Company, Inc.

FOR MORE INFORMATION PLEASE CONTACT:

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