



PRESS RELEASE

FOR IMMEDIATE RELEASE

BEL-RAY ANNOUNCES NEW INDUSTRIAL DISTRIBUTOR PARTNER IN RUSSIA

August 2008—Bel-Ray Company, Inc. is pleased to announce that it has partnered with Texoil as its exclusive distributor in the Russian Federation for Bel-Ray's renowned range of high performance general industrial and Bel-Ray No-Tox products.

About Texoil

Texoil is a well known and respected distributor in Russia who currently distributes lubricants and supplies earthmoving and mining equipment for Reschke and ESCO. They are looking forward to adding Bel-Ray to their line of high quality products. Texoil has a strong base in St. Petersburg. They also have 6 sub-distributors across Russia and plan to increase this with another 10 sub-distributors over the next few years. Texoil has 11 of their own Sales Engineers working across Northwest Russia. Texoil's Business Development Director, Andrei Korablev, has been involved in the lubricants market in Russia for many years and his experience, along with the sales staff, will put Bel-Ray and Texoil firmly on the map for specialty lubricants in the Russian Federation. While Texoil, with a strong sales group, already has a large customer base across Russia, they plan to quickly increase this customer base in selling Bel-Ray's No-Tox range of high quality food safe NSF H1 registered products. They are very enthusiastic about the opportunity and are very keen to expand the range to end users old and new.



About Bel-Ray

"Bel-Ray gives us an excellent opportunity to enter new lubricant market segments and to open new prospects for our customers. We are proud to represent Bel-Ray Company, Inc. in our country and do our best for the trademark to become a symbol of success" said Alexander Kondratyev, General Director, Texoil.

"Texoil gives us a fantastic opportunity to develop our network in Russia. They are very keen to develop the brand across the whole of Russia and the way the Russian industrial market is developing, the timing of this new and exciting partnership is ideal. I am very much looking forward to working with everyone at Texoil and developing our businesses together in this fast developing economy," said Ian Bowmer, International Sales Manager, Industrial Division, Bel-Ray Company, Inc.

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