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INTERSTATE ALL BATTERY CENTERS ENERGIZE CAR WASH TRAFFIC

IABC Franchisee invents new business model for car wash owners and operators

(DALLAS) - At the recent International Car Wash Expo, nearly 500 car wash owners and operators crowded the Interstate All Battery Center booth to find out more about a visionary business model created by Orion, Michigan car wash owner and IABC franchisee Mike Ceritano.

Ceritano, a former Detroit automotive executive and current owner of Alexander's Car Wash, became the first car wash owner earlier this year to combine an IABC with a car wash business.

"Between the car wash, auto detailing, windshield installation and gas station, I have 8 - 10 thousand cars on my lot each month, and I wanted to maximize my opportunities with those customers," said Ceritano. "I researched a number of franchises, and was attracted to Interstate All Battery Center because of their great concept, impressive track record and rock-solid reputation in the auto industry."

Through IABC, Ceritano's business offers more than 13,000 kinds of batteries, from laptops to hearing aids to cameras to cars, guaranteed 15-minute car battery installation in his new auto install bays, one stop energy shopping and high quality batteries. To cross-promote the businesses, all Alexander's car wash customers will receive a free battery check, and car battery customers will get a free car wash.

Powered by the nation's top name in replacement car batteries and America's growing appetite for portable electronic devices, IABC has been named to the Franchise Business Review's Top 50 for mid-size franchise concepts. IABC franchises have doubled their sales in the past two years, and the number of franchises has grown by 100 percent during the same time period.

"Mike exemplifies all the characteristics that we look for in a franchisee - he's a savvy businessman with extreme integrity, sound business ethics and a mission statement that puts a premium on superior value system," said **IABC Director of Franchise Development Justin Darland**. "We are impressed that he has created a mix of services including IABC that will serve as a model for success to his fellow car wash owners and operators around the country."

About Interstate All Battery Centers

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 305 distributors that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million units annually. Interstate All Battery Centers currently has more than 83 stores in 29 states, Canada and Puerto Rico. To learn more about Interstate Batteries, its franchise offering and growth, call 800.730.7868 or visit franchising.interstateallbattery.com.