

NEWS RELEASE

Media Contact:
Kristen Simpson
Simpson Communications, LLC
(216) 991-4297
SimpsonComm@aol.com

BAR'S PRODUCTS NAMES SIMPSON COMMUNICATIONS PUBLIC RELATIONS AGENCY OF RECORD

Holly, Mich. (May 26, 2004) — Bar's Products, manufacturer of the well-known Bar's Leaks[®] line of stop leak solutions for automotive systems and components, has named Simpson Communications, LLC, its new public relations agency of record.

In this role, Simpson will develop and implement public relations campaigns to promote Bar's Products' full line of chemicals, including Bar's Leaks, Bar's Xtreme[®] heavy duty diesel fuel conditioners and supplemental coolant additives, Splatt[®] vehicle cleaning products, and Stiction[®]. Simpson will also support the company's extensive motorsports sponsorship activities.

"Since introducing Bar's Leaks in 1947, we have constantly strived to develop new products to solve our customers' vehicle maintenance issues," says Bob Mermuys, president of Bar's Products. "Simpson Communications knows our markets and our customers, and we're confident that together we can continue to increase our exposure and build greater awareness of our products."

Simpson Communications is a public relations agency based in Shaker Heights, Ohio, specializing in business-to-business communications within the transportation industry. It has clients in the trucking, automotive aftermarket and refuse industries. The agency offers a full range of public relations services, including new product launches, press events, media relations, copywriting, strategic planning, event management and internal communications.

For more information on Bar's Products, call (800) 521-7475 or visit the company online at www.barsproducts.com. For more information on Simpson Communications, call (216) 991-4297 or e-mail simpsoncomm@aol.com.