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NEW RISLONE OIL TREATMENT KEEPS ENGINES RUNNING LONGER AND STRONGER

Holly, Mich. (Nov. 23, 2009) — New and improved Rislone® 710 High-Performance Oil Treatment increases oil pressure and power, quieting noisy engines and lifters in high-mileage vehicles. To draw more consumer attention on the shelf, Rislone 710 Oil Treatment is packaged in a retro-style can.

Rislone 710 Oil Treatment is a high-viscosity formula that increases oil film thickness, building a thicker oil cushion that increases oil pressure to enable a worn engine to produce more power and run quieter. It also protects against further engine wear by cushioning and coating engine parts to reduce friction and prevent metal-to-metal contact between moving parts.

“Rislone products have been improving engine performance for almost 90 years,” says Clay Parks, vice president of development for Bar’s Products, manufacturer of Rislone. “Our latest product improvement, 710 Oil Treatment, now includes high-performance VI Viscosity Improver, to ensure that the Oil Treatment works great in both hot and cold weather.”

Rislone 710 High-Performance Oil Treatment works with all gasoline and diesel engines using conventional, high-mileage and synthetic oil. It can be installed in any car, truck, van or SUV with a 4-, 6-, or 8-cylinder engine. Add 710 Oil Treatment at any time for immediate results, at or between oil changes.

The product number for Rislone High-Performance Oil Treatment is 4471. So where does “710” come from?

“Look at the label closely,” explains Parks. “710 is ‘OIL,’ upside down!”

Rislone 710 High-Performance Oil Treatment is available to distribution in case packs of 12 cans. Each can treats four to five quarts of oil. Like all Rislone products, Rislone 710 High-Performance Oil Treatment is made in the U.S.A. The label includes directions in both English and Spanish.

For more information about Rislone 710 High-Performance Oil Treatment, visit the Rislone Web site at www.rislone.com, call (800) 345-6572 or e-mail customerservice@barsproducts.com. The Web site offers a wealth of information, including product descriptions, tech sheets, material safety data sheets (MSDS), FAQs, company history and customer testimonials. You can also follow Bar’s Products on Twitter at <http://twitter.com/barsproducts>.

Bar's Products offers a full line of vehicle chemicals, including Bar's Leaks[®], the world's most trusted stop-leak brand since 1947, and Rislone, America's best-selling engine treatment brand for more than 80 years. Based in Holly, Michigan, Bar's Products is an ISO 9001:2000 certified company.

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Editor's Note: Please see photo attached.

Caption: New and improved Rislone[®] 710 High-Performance Oil Treatment increases oil pressure and power, quieting noisy engines and lifters in high-mileage vehicles.

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