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EXCELDA

Yes we do. Yes we can.®

FOR IMMEDIATE RELEASE:

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EXCELDA MANUFACTURING AWARDED SPECIALTY CHEMICAL BUSINESS FOR HONDA MOTOR COMPANY

Brighton, Michigan, September 12, 2007 – Excelda Manufacturing was awarded the specialty chemical business for Honda Motor Company today. The re-launch of Honda Care Products will proceed in December 2007, but with some marketable differences. Instead of one product label for all of the brands, Honda will now have multiple lines of products dedicated for each area (Acura, Honda automotive, and a Powersports Group), and adding these specific looks will improve brand image and focus.

Excelda will be working with Honda's marketing teams to successfully launch chemical products that include new Honda Brake Parts Cleaners, Spray Polish and Cleaner, and Chain Lubes. By combining Excelda's development and manufacturing capabilities with a multi-tiered distribution system, they will look to meet and exceed Honda's expectations.

For more information regarding Excelda Manufacturing's capabilities, please contact (248) 486-3800.

Headquartered in Brighton, Michigan, Excelda Manufacturing is a full-service, private label and specialty chemical manufacturing and distribution company. Supported by Quality standards and achievements, Excelda is continuously determined to exceed expectations so that their customers can maintain an edge in a global marketplace.

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