



AUTOBACS STRAUSS INC. ANNOUNCES PROMOTIONAL SUPPORT OF THE NEW HOLLYWOOD FILM "SPEED RACER"

Autobacs Seven Co., Ltd., headquartered in Tokyo Japan along with Autobacs Strauss Inc., it's US subsidiary has announced major promotional and merchandising support for the movie based on the legendary Japanese anime series "Mach GoGoGo" created by Tatsuo Yoshida. First premiering in 1967 and wanting to appeal to an international market the name was changed to Speed Racer and became an instant hit.

Autobacs who will put promotional muscle behind the movie operates over 600 retail automotive stores and service centers throughout Japan, Taiwan, Thailand, Singapore, China, France and through its US subsidiaries the Northeastern US and Los Angeles. Autobacs a provider of "total car life services" will use the promotional support to boost its brand recognition in the countries in which it has store operations.

Autobacs will have significant product placement in the movie opening in theaters on May 9th, 2008. The company's store logos will appear throughout the movie boosting brand awareness. "We are continually evolving our marketing strategy to enhance the Autobacs name worldwide as a global retail automotive powerhouse, and the tie-in with this movie is a great way to do that" said Koichi Sumino, Autobacs Chief Executive Officer. With its first ever promotional and merchandising partnership with a Hollywood movie Autobacs expects that in 2008 it will be able to enhance its corporate brand image to a worldwide market.

Autobacs/Speed Racer promotional tie-ins:

Appearance of Autobacs logo throughout the movie.

In-store displays of the original racing car "GARAIYA" that is featured in the film.

On-site promotional events at the Japanese market movie premier.

Additional promotional activities to include broadcast and print media support, point-of-purchase and digital opportunities.