

NRC Partners Named Strategic Advisor to Great Lakes Quick Lube, LLC

May, 2009 – National Retail Concept Partners, LLC (NRC Partners) announced that the firm has been named strategic advisor of record to Great Lakes Quick Lube, LLC (GLQL). GLQL owns and operates 106 quick lube oil change service facilities across the mid-western United States. The company is among the largest operators of quick lube shops in the country and is the largest licensee in the Valvoline Instant Oil Change (VIOC) system. Headquartered in West Allis, WI, GLQL is majority owned by a Canadian family private equity and real estate investment firm.

NRCPartners was engaged by GLQL to analyze the economically counter-cyclical, quick lube industry and offer strategic options to its owners. Among the alternatives is an acquisition strategy in the fragmented quick lube market during the current economic down cycle. NRC Partner's analysis has come to the conclusion that the segment is ripe for a consolidation play and NRCP expects to begin introducing GLQL to select players in the private equity community. NRCP expects the appropriate private equity player to be interested in a rapidly growing retail concept that is counter-cyclical to the economy. Americans are holding onto their cars longer and are consciously maintaining their cars better because they expect to need the vehicle for a much longer period than ever before. Jim Wheat, President of GLQL states that, "We look forward to strengthening our relationship with the talented NRCP team as we position GLQL to accelerate future growth."

National Retail Concept Partners, LLC (www.nrcpartners.com) is a boutique management advisory firm servicing companies in the restaurant, automotive aftermarket, franchising and retail industries. NRCP provides successful strategic concept improvement and is experienced in strategic valuation analysis, operational and financial performance plans and execution from individual units to regions, subsidiaries and corporate.

Great Lake Quick Lube, LLC is a franchise of Valvoline Instant Oil Company (VIOC) operating 106 locations in the upper Midwest. Great Lakes offers a 10 minute oil change along with ancillary automotive services that are generally completed while the customer waits and with no appointment required.

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