



Hopkins Expands Reach With Strategic Investment In Paradise Road Car Care

*Surf City Garage spin-off to focus on
premium products at mid-market prices for the typical driver*

EMPORIA, KANSAS· April 3, 2012· Hopkins Manufacturing Corporation, the market leader in vehicle cleaning tools and accessories, announced a major move into the complementary automotive appearance category by making a significant strategic investment in Paradise Road LLC, a Surf City Garage spin-off. While Surf City Garage is the recognized leader in super-premium Enthusiast Grade® detailing products for the experienced automotive hobbyist, Paradise Road, based in Huntington Beach, California, is an entirely separate company and brand exclusively focused on providing high-quality, premium-level appearance products for the typical car owner at mid-market prices. As part of their joint venture, Hopkins will assist Paradise Road by leveraging their massive global distribution network. The entire line of products will be rolled out to retail stores over the next year.

Paradise Road President Lou Basenese, a 35-year veteran of the automotive aftermarket chemical industry, and a former CEO of Meguiar's, Inc., commented, "The automotive appearance category is filled with hundreds of products and brands, yet it's still incredibly confusing for the average, non-enthusiast car owner to make sense of the products on the planogram. In fact, industry insiders call the product selection ~~the~~ the wall of confusion." The whole point of Paradise Road and our investment and distribution partnership with an industry leader like Hopkins is to make car care easy, simple and fun for every single one of the drivers out there. As a demographically inclusive brand, Paradise Road will be featuring distinctive packaging, clear, non-technical messaging, and a line of products that will help everyone who owns a car retain and even increase its resale value, all while keeping it looking great inside and out.+

Brad Kraft, president and CEO of Hopkins, elaborated on the strategic importance of Hopkins' investment: "As the industry leader in detailing tools, it was a logical step to expand our focus to include detailing products. After performing due diligence on a wide variety of options and appearance chemical manufacturers, it became clear to us that Paradise Road had the vision, the market focus, and the quality standards that would give us the opportunity to quickly gain market share in this important, complementary and very large segment.+

About Hopkins Manufacturing Corporation

Hopkins, based in Emporia, Kansas, is a recognized leader in developing innovative cleaning products that are sold under the Carrandī everyday cleaning and its premium AutoSpaī brands, found in most automotive aftermarket and mass merchant retailers. For more information, please visit www.HopkinsMfg.com.

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About Paradise Road

Paradise Road, LLC, based in Huntington Beach, California is a developer and manufacturer of appearance chemical products distinguished by their packaging, non-technical labels, ease-of-use, and pricing and quality appeal to the typical car owner. Paradise Road is a joint venture of SCG Brands, the parent company of Surf City Garage, and Hopkins Manufacturing Corporation.

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About Surf City Garage

Surf City Garage, based in Huntington Beach, California, is the fastest growing detailing product company on the planet and the only one that maintains its own restoration shop and collection of more than 100 vintage muscle cars. To keep the cars looking great, Tim Miller, the company's founder and CEO, tried every car care product around, but he simply wasn't satisfied with the quality or performance. So he developed his own Enthusiast Grade® detailing products . recognized around the world as the best anyone can buy. Made by enthusiasts for enthusiasts, the products are sold at leading retailers throughout North and South America, Europe, Asia and Australia. For more information, please visit www.surfcitygarage.com.

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