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INTERNATIONAL CARWASH ASSOCIATION NAMES NEW EXECUTIVE DIRECTOR

CHICAGO, IL – October 22, 2008 – The International Carwash Association Board of Directors announced today that Associate Executive Director Eric Wulf will assume the role of executive director & chief executive officer effective January 1, 2009. Eric Wulf succeeds Mark Thorsby who served as executive director of the organization for more than fifteen years.

“We are thrilled to see Eric take the reigns of the organization,” said Association President Neil Hitchcock. “We are fully confident that Eric’s executive management skills will guide the Association to new areas of growth while building upon our fifty-five years of proud tradition.”

This decision is a result of the International Carwash Association’s board of directors’ continual focus on succession planning. Eric Wulf was hired more than two years ago to meet the growing needs of the Association and help ensure that the right leadership was in place to further the Association’s leadership in the car wash industry.

Eric Wulf has been instrumental in the creation of new programs to deliver knowledge and proven best practices to the professional car wash industry. His work partnering with car wash owners and operators includes the creation of a best practice networking program *BIGs* (Business Improvement Groups), the launch of a new Website, and the development of best practice video programs including *The Cleaning Edge*, *Maintenance Minis* and *Insight*, a weekly video newsletter.

As executive director, Mark Thorsby led the Association and industry to unprecedented success. Membership in the organization now stands at more than 2,000 member companies and Car Care World Expo has become recognized as the largest car wash trade show in the world. Thorsby will continue to serve as executive director emeritus, allowing the Association to utilize his extensive industry knowledge and acknowledged leadership skills. It also allows Thorsby, a recognized expert in the association management industry, to focus on his role as the Vice President - Consulting Services for SmithBucklin, the world’s largest professional association management firm who has been the International Carwash Association’s management partner since 1994.

“Mark leaves lasting impact on the International Carwash Association and the professional car wash industry,” said Hitchcock. “His leadership guided us to unprecedented growth and his

impact on current and future members is impossible to measure. His vision continues to serve us in the progressive manner in which we govern the Association and serve our members.”

Eric Wulf joined the International Carwash Association as associate executive director in 2006. He has more than ten years of association management experience, including his previous role as the executive director of Pi Kappa Alpha fraternity’s national headquarters in Memphis, Tennessee. Eric has a bachelor’s degree from University of Iowa, a master’s degree in business administration from Union University and holds the title of Certified Association Executive from the American Society of Association Executives.

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About the International Carwash Association

The International Carwash Association is a non-profit trade association serving 3,000 businesses in the United States, Canada and overseas. Membership includes car wash owners, operators, manufacturers, distributors, and related suppliers. International Carwash Association members represent approximately 25,000 car wash locations in North America. To learn more about The International Carwash Association, membership benefits or Car Care World Expo, visit www.carwash.org.