



For Immediate Release

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Beck/Arnley's New Brand Gear and Merchandising Online Store is Open for Business

SMYRNA, Tenn., Jan. 26, 2011 - Beck/Arnley announces its new brand gear and merchandising online store is now open for business and is accessible through a direct link on the homepage of the Beck/Arnley website at www.beckarnley.com. Visitors can choose from a variety of high-quality Beck/Arnley branded shirts, jackets and caps, as well as promotional and merchandising items, to show their Beck/Arnley pride.

"We added the online store to our website so our Beck/Arnley apparel and gear would be more accessible to anyone who is interested in purchasing it," said Tina Payne Hunt, director of marketing, Beck/Arnley. "With a few simple clicks of their mouse, visitors can easily navigate the site, place an order and pay through a secure checkout. A couple of weeks later, their customized Beck/Arnley branded merchandise will be delivered right to their door."

The new Beck/Arnley store offers wearable items such as shirts, jackets and caps. The fashionable shirts are available in both men's and women's styles and sizes, and include several short and long sleeve options in a wide array of colors. The shirts include cotton t-shirts, polo shirts, EZCare Sport Shirts, Port Authority® Easy Care Shirts and Freedom Shirts.

The store also carries functional promotional items including a luggage tag, carabiner key ring with strap, twist lock key separator, beverage wrench, slicker kan cooler, Sof-Touch free™ key tag, wall clock, note pad, Mardi Gras pen, magnifier/ruler, quick release tape measure, pocket light, snap blade knife, coasters, beverage tumbler and a mini vinyl football.

In addition, branded items are available for the golf enthusiast such as a tri-fold golf towel, Pinnacle Gold Distance golf balls, Titleist DT Solo golf balls, SPF 15 lip balm, a sun care kit and a long drive pack including 10 imprinted 2-3/4" tees, two imprinted quarter marks and one imprinted divot repair tool.

Store merchandising items to help businesses promote Beck/Arnley foreign nameplate parts include banners, metal signs, pens and counter mats.

More items will be added to the Beck/Arnley online store in the coming weeks. All brand gear orders can be placed using a credit card.

About Beck/Arnley:

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair and maintenance market. Beck/Arnley supplies wholesale distributors, who sell to jobbers, and retailers. Founded in 1914, Beck/Arnley's broad product offering for the aftermarket is organized into six modules: Brake & Chassis, Electrical, Clutch & Driveline, Engine Management, Engine Parts & Filtration, and Cooling Systems. Headquartered near Nashville, Tenn., Beck/Arnley researches, sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite distribution centers across North America. Additional information is available at www.beckarnley.com.

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