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For More Information, Contact:
Lynn Konsbruck
(312) 768-7362
lkonsbruck@maxmarketing.com

Tina Payne Hunt Joins Beck/Arnley as Director of Marketing

SMYRNA, Tenn., Dec. 15, 2008 – Beck/Arnley announces Tina Payne Hunt has joined the company as its director of marketing. In this position, Hunt oversees all marketing activities for the company, including strategy, brand development, advertising, public relations, promotional programs and Web site management, and plays a key role in sales force communications and customer relations. Hunt reports to Max Dull, vice president and general manager of Beck/Arnley.

Hunt is an experienced marketing professional who has spent more than ten years in corporate marketing management for Fortune 500, start-up and mid-size companies in various industries, including technology, data services, retail and consumer package goods. She specializes in strategic planning, segmentation, new product launches, customer programs and brand differentiation.

“I would like to welcome Tina to the Beck/Arnley team and let her know how excited we are to have her on board as our new director of marketing,” said Dull. “Her previous experiences and positions make her the perfect person to initiate new, proactive programs that will help Beck/Arnley and its customers continue to grow their businesses together.”

Prior to Beck/Arnley, Hunt served as the channel marketing manager for Hickory Hardware, Inc.; a home hardware design source for the retail and OEM market. In 2004-2005, Hunt directed business development and marketing for Provisio, Inc., a start-up company that offered Internet-based services to speed clinical trial enrollment. From 1999-2004, she was the strategic market manager for a life sciences business of Reed Elsevier. Hunt has also served in various marketing positions with Newell/Berol Corporation and Fruit of the Loom, Inc. In addition, Hunt has experience as a marketing consultant to nonprofits and startup companies in the Nashville, Tenn. area.

“Tina’s extensive knowledge of brand-building, product management and business development marketing will prove to be extremely valuable as Beck/Arnley reaches new standards of excellence in the coming year,” said Dull. “We look forward to working with Tina on this new and exciting endeavor.”

Hunt holds master of business administration from Belmont University in Nashville, Tenn. and a bachelor of business administration in marketing from the University of Kentucky in Lexington, Ky.

About Beck/Arnley:

Beck/Arnley is exclusively dedicated to supporting its distribution partners who service the foreign nameplate repair market. 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 sources and delivers parts to resellers through its Master Distribution Center in Smyrna, Tenn. and strategically located satellite customer care centers across North America. Additional information is available at www.beckarnley.com.

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2375 Midway Lane Smyrna, TN 37167 (615) 220-3200 www.beckarnley.com