

Contact:

Rick Opton, Owner, Loggerhead Fitness, rick@loggerheadfitness.com, 561.625.3011
or

Robert Handel, PHR, Corporate Office Human Resources Manager
TK Corporate Office TBC Shared Services, 561-383-3000 Ext. 2409

Tire Kingdom/Loggerhead Fitness “Lose Your Spare Tire” Contest: A Win/Win For All

JUNO BEACH, FL – March 28, 2008 – Partnering with Loggerhead Fitness, Tire Kingdom / TBC Shared Services is offering an exciting weight loss contest to employees at its Juno Beach corporate office: “Lose Your Spare Tire.” At a “pep rally” held last week for the 12-week contest’s halfway point, it was quite obvious that participants—sporting their blue, red and black team t-shirts—are extremely energized and proud of their success.

“We have always operated from the premise that our employees are our most valuable assets,” says Bill Ihnken, Tire Kingdom Chief Operating Officer: “The roll out of ‘Lose Your Spare Tire’ is one of several initiatives we plan to launch this year to encourage wellness among our employees. A company that supports wellness among its employees is leveraging its valued assets strategically. Everyone succeeds.”

The kick-off for “Lose Your Spare Tire” took place on February 18th, and while there are 24 participants—chosen according to certain criteria—most of the 197 employees have taken to following the progress of the participants as a favorite pastime. With weigh ins every Friday, the employees eagerly await the posting of each team’s results on the bulletin board in the break room. After five weeks, the cumulative weight loss for each team of eight was: 68.7 pounds, 61.4 pounds and 49.9 pounds.

As many companies and television shows are finding out, friendly competition makes it fun to get healthy. “It’s peer pressure in a good way,” says Robert Handel, Tire Kingdom Corporate Office Human Resources Manager. While looking and feeling better is a great incentive, so are the prizes! Tire Kingdom donated \$4500 for prizes and gift certificates, which the three teams are competing to win. There’s also a “Biggest Spare Tire Lost” bonus for the three individuals with the overall greatest weight loss. Top prize is a 3-day 2-night stay at the Westin Our Lucaya Resort in the Bahamas (with airfare) plus a \$250 gift certificate; 2nd place is \$150; and 3rd place is \$75.

“I have been involved in many corporate wellness programs but this one tops them all,” says Rick Opton, Owner of Loggerhead Fitness. “Tire Kingdom has really stepped up to the plate and has hit a home run! They clearly understand the benefits of having healthier, happier employees – it’s an honor to be their wellness partner and I can only hope more companies take notice and learn from the example they are setting!”

The beauty of this program is that every employee (light or heavy) is encouraged to take steps to lead a healthier life. Loggerhead Fitness is providing an 8-week open house (free trial membership) to all Tire Kingdom employees, and any employee of Tire Kingdom may attend the nutritional lectures that are mandatory for participants.

Tire Kingdom / TBC Shared Services is the largest independent tire and automotive services retailer in the United States, operating over 670 retail locations operating under three

brand names: Tire Kingdom, National Tire & Battery (NTB), and Merchant's Tire and Auto Center. Tire Kingdom has more than 7,000 employees at their tire and automotive services outlets in more than 20 states. Acquired by Memphis-based TBC Corporation in 2000, Tire Kingdom began in a stall at the West Palm Beach Farmers Market in 1972, and its corporate headquarters are located in Juno Beach, Florida. For more information visit www.tirekingdom.com.

Loggerhead Fitness Center is a locally owned fitness club with the mission of elevating its members' health and well being in a clean, safe and friendly atmosphere. A boutique health club recently "Voted Best Club in The Palm Beaches & Treasure Coast, WPBF 25-ALIST" Loggerhead offers the latest in techniques, training, support and programs. They are positioned to partner with individual and corporate clients to design an ideal program to reach the desired goals. Visit www.loggerheadfitness.com for additional information, e-mail owner Rick Opton at rick@loggerheadfitness.com, or call 561.625.3011.

###