

**PRESS RELEASE
Release**

For Immediate

Date: September 6, 2006

NGK Names Ann Robinson to Lead Retail and Group Accounts

NGK Spark Plugs (USA), Inc. announced the hiring of Ann Robinson to the position of Major Accounts Manager. Robinson, a 19-year veteran in the Fulfillment industry, was previously with Express Group and served as Midwest Sales Manager.

In her new role, Robinson will oversee the sales efforts for NGK's Aftermarket Retail Segment, Buying Group Segment, and Program Group Segment. She will report to Mike Schwab, General Manager, NGK Spark Plugs Aftermarket Division.

NGK Spark Plugs (USA), Inc. is headquartered in Wixom, Michigan. NGK is a subsidiary of NGK Spark Plug Co., LTD., "The World Leader" in spark plugs and oxygen sensors. In addition to U.S. factories in Irvine, California and Sissonville, West Virginia, NGK Spark Plug Co., LTD has nine other production facilities worldwide supplying spark plugs, oxygen sensors and other automotive component products. Additional information about NGK Spark Plugs (U.S.A.), Inc. can be found at www.ngksparkplugs.com

Our Mission:

"We improve life through the environmentally responsible manufacture and precise application of advanced ceramic technologies for all of North America. Focused on innovation and teamwork, we contribute to local and global economic growth by matching our products to our customers' visions each day, exceeding their expectations in quality, value, service and performance."

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