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TRU ALIGN® TEAMS WITH AMAZON.COM TO PROVIDE THE FINEST ONLINE SALES AND SERVICE EXPERIENCE

Tru Align Adds Amazon To List Of Alliance Partners To Deliver

The Best Wheel Alignment Solution For Today's Tire/Wheel Combinations

THOUSAND OAKS, CA (May 15, 2007) – Tru Align, LLC., the manufacturer and seller of the most comprehensive, intuitive and accurate wheel alignment adapter on the market, announced today that it has launched an online store on Amazon.com's Automotive Parts and Accessories website.

“Amazon.com has the credibility and longstanding reputation as a leader in online commerce that Tru Align is honored to be associated with,” says CEO Dean Pellegrino. “Our customers care about convenience, trust and value, all of which are fully satisfied by selling our product line on Amazon's Automotive Parts and Accessories website.”

Tru Align is the unique wheel alignment adapter that works with every alignment system in the marketplace. The product truly solves a large and growing problem in wheel alignment services. All wheels in the 17” and up size category pose problems in attaching the clamps of an alignment machine to the wheel's rims. In 2007, almost all car manufactures will have several models that will come standard with 17” or 18”

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wheels. Many of these wheels will be “lip-less” on low profile tires with “Curb Guard Protectors” Tru Align allows any alignment machine’s clamps to be attached to any size wheel without risk of damage to that wheel. In addition, Tru Align guarantees the most accurate alignment readings possible since it attaches directly to the source of alignment readings – the vehicle’s hub.

“It is my desire that Tru Align can grow with Amazon’s Automotive Parts and Accessories website as a top of mind destination for both consumers and auto industry professionals,” adds Pellegrino.

About Tru Align, LLC.

Tru Align, LLC (<http://www.trualign.com/>) manufactures and sells the first and only universal wheel alignment adapter, patented in June 2003. Headquartered in Newbury Park, CA., Tru Align takes the tire-wheel interface completely out of the wheel alignment equation. The Tru Align system enables technicians to attach alignment-machine heads or targets on precision-constructed plates that automatically position themselves at the center of each hub rather than trying to attach them directly to expensive, easily damaged wheels. The benefit is a superior fitment and protection from scratches since the alignment heads never touch the wheel.

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