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FOR IMMEDIATE RELEASE

Christian Brothers Automotive Corporation Names Samantha Scheiner Marketing Manager

Houston-based Automotive Repair Company Hires Experienced Marketing Professional

HOUSTON – (February 2011) – Christian Brothers Automotive Corporation, the nation’s leading automotive service and repair franchise system, today announced the hiring of Samantha Scheiner as the company’s new Marketing Manager. Scheiner will work with Marketing Director JC Woods to develop national, regional and local marketing strategies on behalf of Christian Brothers Automotive.

“We are excited to have Samantha join the Christian Brothers Automotive team,” said Mark Carr, founder and president of Christian Brothers Automotive Corporation. “Her marketing background and experience are valuable to the organization and will lend great support to our marketing efforts.”

Prior to joining Christian Brothers Automotive, Scheiner was a Partner Marketing Analyst for Dell, Inc., where she managed the planning process for the company’s global Consumer Direct partnership. Her responsibilities included annual and quarterly forecasting as well as providing outlook guidance and financial reviews to business and leadership teams. During this time, she also earned the *Partner Marketing Member of the Quarter* award for Q2 FY11.

“As a customer of Christian Brothers Automotive, I have experienced firsthand the company’s culture and look forward to spending my time with an organization that believes, and strongly encourages, honest business practices at each of its locations,” said Scheiner. “I look forward to creating strategic marketing programs that share those values with new and existing customers as part of my role with Christian Brothers Automotive.”

Scheiner holds a Bachelor of Business Administration, Marketing degree from the University of Texas. She also participated in a Business and French Exchange Program at L’Université Catholique de Louvain (Louvain-la-Neuve, Belgium) and is affiliated with the Big Brothers and Big Sisters Central Texas and the University of Texas Alumni Association.

About Christian Brothers Automotive

Christian Brothers Automotive Corporation is one of the nation’s leading automotive service and repair franchise systems with 74 locations open and an additional 35 under development in 14 states including Arkansas, Arizona, Colorado, Florida, Indiana, Texas, Oklahoma, Michigan, Missouri, Kansas, Tennessee, Georgia, Mississippi and Alabama.

Mark Carr, president and CEO of CBAC, opened the first Christian Brothers Automotive in Houston, Texas in 1982. The store’s main principle was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of CBAC today. CBAC began selling franchises in 1996 and continues to grow at a pace of thirteen to sixteen stores annually. The company also continues to maintain a 100 percent success rate with its store operations, never having closed a location.

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