

# NEWS RELEASE

PROTECT ALL, INC.

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FOR IMMEDIATE RELEASE

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## CHAMPIONS CHOICE, INC. AND PROTECT ALL, INC. MERGE

Effective January 1, 2003, Champions Choice, Inc., manufacturer of Industrial coolants, lubricants and rust preventatives for the metalworking and machining industry and motorcycle appearance care and specialty lubricant products, has merged with its sister company, Protect All, Inc. Protect All, Inc. manufactures an extensive line of specialty automotive appearance care and performance products for the automotive, RV, motorcycle, marine, aircraft and home markets. Company president Al Baudoin states, "The merger will streamline corporate operations, especially accounting functions. Simply put, one set of books is easier to maintain than two. Corporate ownership, management and manufacturing operations will not change and the company will continue to operate its corporate offices and production facility in Anaheim, CA."

Adam W. Huber, owner and CEO, has been associated with the industrial chemical industry since 1959 when he and his partner established Pacific Petrochem in Santa Fe Springs, CA. In 1977 he founded Champions Choice, Inc. and then in 1989 spun off one of the company's most popular products, Protect All polish, wax and treatment, into an extremely successful specialty products company he astutely called Protect All, Inc. Huber says, "Merging the two corporations together under one name makes perfect sense in today's marketplace. Choosing which company name to use was the hard part. Although Champions Choice, Inc. has operated for twenty-five years and is well known in the both the industrial and motorcycle marketplaces, Protect All, Inc. at age fifteen has the more extensive product line and serves multiple markets. The newly merged company will operate under the name Protect All, Inc."

For additional information, please contact Protect All Inc. at (800)-322-4491 or view the company websites at [www.protectall.com](http://www.protectall.com) and [www.protectallshineplus.com](http://www.protectallshineplus.com).