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RYKO MANUFACTURING CHANGES NAME TO RYKO SOLUTIONS, LAUNCHES NEW BRAND IDENTITY

Car Wash Industry Leader Broadening Offerings to Build More Profitability for Customers

GRIMES, IA (August 16, 2011) -- Signaling a directional shift towards strengthening its position as the total industry solutions provider building more profitability for car wash owners and operators, Ryko Manufacturing announced today that it has both changed its name to Ryko Solutions, Inc. and launched a new brand identity program, including a new website at www.ryko.com.

“When you start with superior equipment, add a national network of highly trained service technicians, blend in environmentally safe, cost-effective chemicals and a marketing support structure that helps customers drive greater profitability, you have all the fundamental ingredients in place that a car wash owner is looking for,” commented Steven L’Heureux, Chief Executive Officer of Ryko Solutions. “Clearly Ryko has become a turnkey solutions company and a valued business partner to our customers so our new name more appropriately captures the essence of our business.”

L’Heureux explained that Ryko is fulfilling the greatest need among operators, which is to have one source to which they can turn to help insure their car wash is operating continuously and being marketed consistently to consumers -- so that it can maximize profits. “Our premier and thorough capabilities in complete delivery of managed services and cost-effective maintenance and chemical programs makes that possible,” L’Heureux said.

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As part of the company's new brand identity program, a new corporate logo and upgraded website were recently introduced. The new website is designed to be an industry resource for customers and potential investors seeking ideas on how to build a profitable car wash business. It features an entirely new look for Ryko Solutions, highlighting the company's managed service offerings, customer testimonials, overviews of Ryko's heritage of innovation and environmental programs, a new blog, and detailed descriptions of the company's varied offerings in equipment and chemicals.

Ryko Solutions, Inc. is the largest provider of managed car wash systems in North America, offering an integrated, end-to-end clean vehicle solution consisting of equipment, chemicals, a national technical services organization and consumer marketing programs. The company's primary focus is creating maximum profitability in car wash operations for gas/convenience stores, private investors, land developers and auto dealers. Headquartered in Grimes, Iowa, the company has been in operation since 1973 and employs over 360 people throughout North America.

For more information on Ryko Solutions, Inc, please visit www.ryko.com or call 515/986-3700.