



SMART SHOPPERS, INC. NAMED DISTRIBUTOR OF THE YEAR BY KIRKER AUTOMOTIVE FINISHES

**LOUISVILLE-BASED MAIL ORDER DISTRIBUTOR
RECOGNIZED FOR OUTSTANDING PARTNERSHIP**

LOUISVILLE, KY – Smart Shoppers, Inc., one of the nation's leading mail order distributors of auto body supplies, has been named Distributor of the Year for 2004 by Kirker Automotive Finishes.

The award was presented to Smart Shoppers in recognition of its impressive growth, which is fueled by the company's aggressive marketing strategy and extraordinary passion for sales. Since first taking on the line of automotive and fleet refinish products in 1999, Smart Shoppers has increased its sales with Kirker at a pace that is unmatched.

"Smart Shoppers is an ideal distribution partner for us," said Matthew Panuska, vice president of sales and marketing for New York-based Kirker Automotive Finishes. "Tony Pivot and his team have done extraordinary work to improve our brand awareness and extend our distribution into new regions. They are not shy about going after new customers, and very good at keeping their existing customers happy."

In addition to paint and related products from Kirker Automotive Finishes, Smart Shoppers sells a wide assortment of body shop supplies, audio and video components and high performance equipment. The outfit, often described as "the ultimate guy store," sells through its mail order catalog, on the Internet at www.SmartShoppersInc.com, and at its own retail location in Louisville.

About Kirker Automotive Finishes

A division of Coventry Coatings Corp., Kirker Automotive Finishes has manufactured paint for more than one hundred years. Its line covers a complete range of automotive and fleet refinish products, including factory-packaged enamel and urethane paints, primers, clears and other related items. Kirker also maintains a significant private-label program.