



BG Products, Inc.

ADMINISTRATIVE OFFICES: 740 S. Wichita St. • Wichita, KS 67213
MAILING ADDRESS: P.O. BOX 1282 • Wichita, KS 67201
SHIPPING ADDRESS: 701 S. Wichita St. • Wichita, KS 67213

TELEPHONE: 316-265-2686 • TOLL FREE: 800-961-6228 • FAX 316-265-1082 • EMAIL: office@bgprod.com • WEB: bgprod.com

FOR IMMEDIATE RELEASE:

CHARLIE POLSTON TO SPEAK AT NADA SHOW IN 2008

WICHITA, Kan – August 3, 2007 – BG Products, Inc. is proud to announce the selection of Charlie Polston, Sales Manager of LSI Oklahoma, to be a guest speaker at the NADA 2008 Convention in San Francisco, California, February 9 through 12. “I’m deeply honored to represent BG as a workshop speaker at NADA for the third time,” says Polston.

He will be conducting a workshop entitled “The Shortest Distance to Your sales Floor is Through Your Service Door: Linking to Profit Centers!” and hopes attendees will walk away with a greater appreciation of all the valuable opportunities BG offers. “This is the perfect time for our distributors to get customers and non-customers to the great workshop,” says Galen Myers, President and CEO of BG Products, Inc.

Charlie has taught this challenging concept for 27 years and says that each year modified statistics affect his message. “Dealers are losing market share. Car sales were not profitable in 2006 and they won’t be profitable in 2007, and the only way to make up the loss is through the service department.” Charlie’s workshop stresses the importance of preventive maintenance services as tools for customer retention and profitability in dealerships. In addition to Charlie’s sales management and speaking schedule, he shares his proven service solutions every month in Dealer Fixed Operations magazine,

For more information on the NADA Convention:
<http://expo.nada.org/nada2008/public/enter.aspx>.

For more information on Charlie Polston’s workshops:
www.charliepolston.com

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