



BG Products, Inc.

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

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

FOR IMMEDIATE RELEASE

BG PRODUCTS ANNOUNCES THE NEW BG LENZSAVER™ HEADLIGHT RESTORATION KIT

WICHITA, Kan. – February 2, 2010 – BG Products, Inc., announces the new BG LenzSaver™ Headlight Restoration Kit, Part No. LS100. BG LenzSaver™ uses a 5-step process to thoroughly restore headlight lenses to the original factory brightness.

Most headlights in vehicles built after the early nineties are made of a stretched, formed acrylic and coated with a UV protectant. The protectant quickly degrades and the lenses become more susceptible to the damaging effects of the sun, weather and pollutants, particularly carbon emissions, which can cause haziness or even tiny stress cracks called crazing. Over time, the plastic will become so brittle that even minor road debris could cause fissure cracks, thus diminishing the appearance of an otherwise attractive vehicle.

The BG LenzSaver™ Kit removes the old, hazed UV protectant, followed by two steps to produce optimum clarity and finally coated with a new UV protectant. BG LenzSaver™ uses the same coating as the manufacturer, but it is catalyzed by oxygen. After applying the new UV protectant, a hair dryer heats the plastic, which expands, drawing the coating deeper into the substrate levels for optimum lens protection.

For more information on BG LenzSaver™ Kit, visit bglenzsaver.com.

BG Products, Inc., is dedicated to making vehicles last longer and perform better. In partnership with an international network of distributors, BG serves the driving public with innovative products and proven programs of automotive maintenance. In a recent national survey, dealerships said they use BG Products as their supplier of fluid maintenance service products and equipment by a margin of nearly 3 to 1 over any other supplier, including Ford, GM, Toyota and Honda.

To find your local BG Distributor, go to bgprod.com/distloc.

For additional information, contact:

Michael Belluomo

Technical Service Manager • (316) 265-2686 • mbelluomo@bgprod.com

###