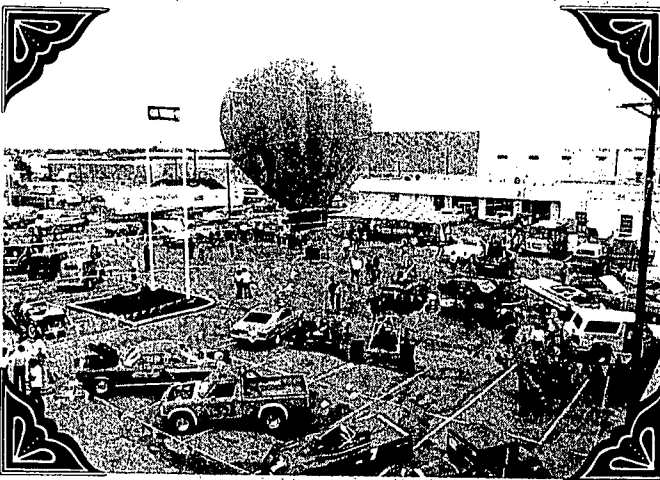


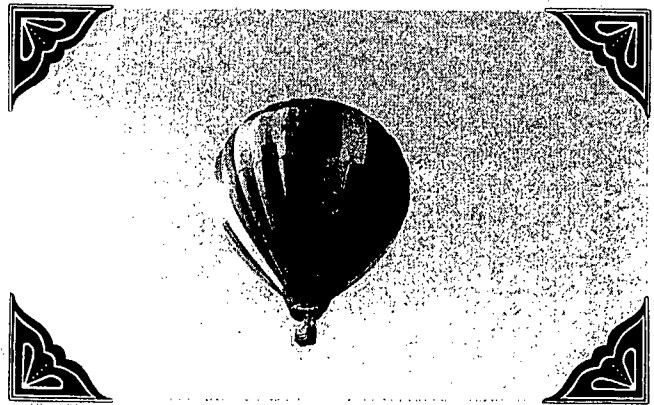
The Limit



SATURDAY AFTERNOON, OCTOBER 1: Participating in the annual Balloon Fiesta Parade, the NAPA group was well accepted by the crowd.



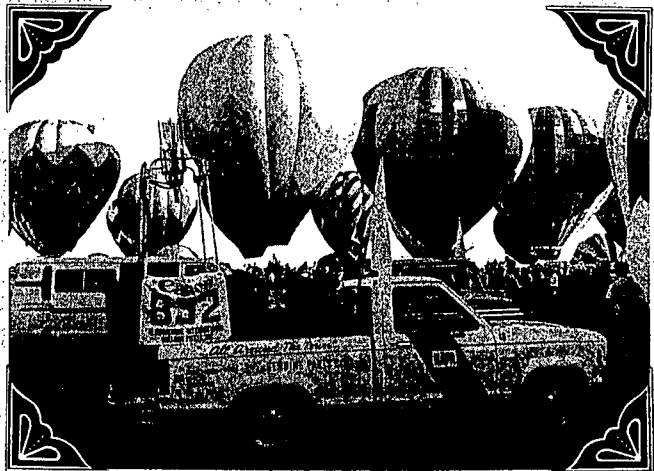
SUNDAY, OCTOBER 2: To tie in with the festivities, Sunday afternoon saw the First Annual NAPA Car Care Day Car Show, with over 61 local entries. In conjunction with the show, the distribution center and participating NAPA jobbers ran radio and newspaper advertising to promote a special 40% off sale during NAPA's Car Care Day. A NAPA Manufacturers' booth display was also set up at the show. NAPA T-shirts were sold, and information was distributed to highlight the various store locations offering specials during the coming week.



SATURDAY, OCTOBER 8: The winning jobbers collected their prizes, flying in the second mass ascension. That same day, a special "low-rider" show was held at the Five Points branch store. This, combined with a live radio broadcast and a Mariachi band, generated twice the normal business at the store.



Activities included adults and children alike. Whenever weather permitted, the NAPA balloon was tethered at different store locations where children were given free rides. The pilot of the NAPA balloons even gave a lesson on hot air ballooning to a local Cub Scout troop.



SUNDAY, OCTOBER 9: The final mass ascension was accompanied by another series of special NAPA Car Care activities at the First Street store, including a car inspection and a Powder Puff Clinic for the ladies.