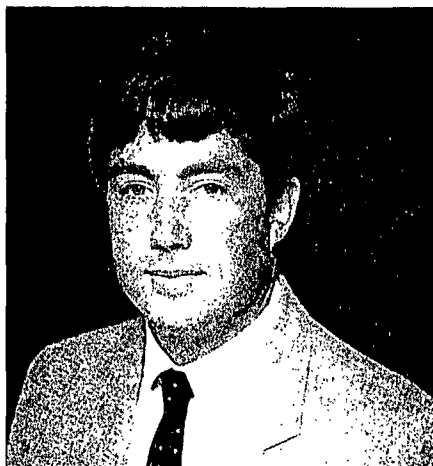


ANNOUNCEMENTS

NEW SALES PROMOTION DIRECTOR



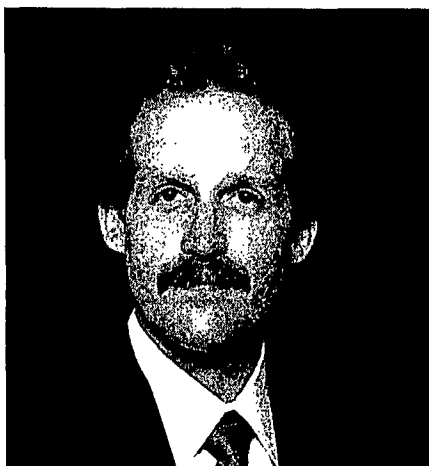
George Mitchell has been appointed as the new Director of Sales Promotion at NAPA Headquarters in Atlanta, Georgia.

Mitchell will be responsible for the planning and development of NAPA's sales promotion efforts and special markets.

Mitchell comes to NAPA from Genuine Auto Parts Company Headquarters in Atlanta, where he served as Manager of Special Markets. Prior to his work with Genuine Parts Company, Mitchell completed the NAPA Richmond Distribution Center Training Program, and went on to hold a variety of positions in the Richmond Distribution Center's sales force and the Richmond local.

A graduate of North Carolina State University, Mitchell resides with his wife, Taffy, in Acworth, Georgia.

NEW MERCHANDISING DIRECTOR



Bruce Snyder has been named Director of Merchandising at NAPA Headquarters in Atlanta, Georgia.

In this newly created position, Snyder will be responsible for the coordination of all merchandising activities aimed at developing a comprehensive approach to the overall appearance and layout of NAPA stores.

Snyder comes to NAPA Headquarters from Genuine Parts Headquarters in Atlanta where for the past few years he has served as Manager of Special Markets and more recently as Director of Merchandising. Prior to this, Snyder held a variety of management positions at both the Denver Distribution Center and the Denver local.

Snyder is a graduate of Kansas State University and received his degree in Journalism and Mass Communications.

NEW CONSOLIDATED OPERATING STATEMENT

NAPA's annual Consolidated Jobber Operating Statement is now available through your NAPA Distribution Center.

This 1984 edition of the Consolidated Jobber Operating Statement is designed to help you as an individual NAPA Jobber understand and improve your store's operating efficiencies. It is confidential information, compiled directly from jobber financial statements submitted to NAPA Headquarters, which not only provides you with a profile of the "typical" NAPA Jobber's operating statement, but also allows you to compare your operating statement results with the national averages.

To make such comparisons easier, all results in the 1984 Consolidated Jobber Operating Statement are broken down into four sales categories — up to \$250,000, \$250,000 to \$500,000, \$500,000 to \$750,000 and over \$750,000. Individual operating statements for each category are provided in the report with space for you to fill in and compare your own operating statement figures to the averages within your particular sales bracket.

The 1984 Consolidated Jobber Operating Statement also contains a series of financial measurements which you can use to fully analyze your business' performance, on a month-to-month as well as a year-to-year basis. These measurements are designed to provide you with the insight you can use to set future business goals and plan new sales opportunities for the year ahead.

NEW GROSS PROFIT REPORT PROVIDES VALUABLE PRICING GUIDELINES

Copies of the 1984 NAPA Jobber Gross Profit Analysis are now available through your NAPA Distribution Center.

This report, based upon manufacturer information, shows the weighted average gross profit level percentages that individual jobbers will realize when they follow suggested Manufacturer price schedules. (All average gross percentages are calculated from the most currently available Manufacturers' suggested price lists and represent a weighted average percentage.)

For the NAPA Jobber these profit level percentage estimates can provide an excellent starting point in analyzing and

establishing pricing policies. Each manufacturer section in the report is easy to read and comprehend and illustrates different pricing strategies and their profit effectiveness for a wide range of automotive products.

Also included in the 1984 NAPA Jobber Gross Profit Analysis are special comments which indicate programs that are available from certain Manufacturers, such as the Master Installer and the Rebates for Schools and Government Agencies, that also have an effect on your gross profit percentage results.

Gross Profit Report again includes a special section detailing the procedures and circumstances that can be responsible for needlessly lowering a jobber's gross profits.

NAPA encourages all NAPA Jobbers to take advantage of the valuable information in your 1984 NAPA Jobber Gross Profit Analysis. The report is thorough, easy to read, and well worth your time. Of course, all details for every line and every special program cannot be included in the report. For further information about any product line contact your Distribution Center sales representative.