

**U.S. Auto Parts Acquisition of Whitney Automotive Group
Demonstrates Relevance of Aftermarket e-Tailing Discussion;**

***AASA Executive Breakfast During AAPEX to Feature
U.S. Auto Parts, Amazon.com and The Parts Authority***

RESEARCH TRIANGLE PARK, N.C. -- The Aug. 3 announcement of U.S. Auto Parts' acquisition of Whitney Automotive Group demonstrates the impact of online retailing on today's automotive aftermarket and the relevancy of the theme, "Aftermarket e-Tailing -- Who's Minding the Store?," of the Automotive Aftermarket Suppliers Association (AASA) Executive Breakfast during the Automotive Aftermarket Products Expo (AAPEX).

Shane Evangelist, CEO of U.S. Auto Parts Network, is one of the panelists for the discussion at the AASA Executive Breakfast -- set for 7 - 8:45 a.m. on Tuesday, Nov. 2, at The Venetian. Steve Frazier, vice president - auto and industrial, Amazon.com, and Randy Buller, founder of The Parts Authority, are the other confirmed subject-matter experts slated for the panel to date.

"Media coverage of the acquisition reported that Whitney Automotive Group is expected to have \$110 - \$120 million in revenues under U.S. Auto Parts ownership in 2010. This is just one example of the expansion and profitability of the online auto parts marketplace," noted Steve Handschuh, president and COO of AASA and moderator of the panel discussion. "Our annual AAPEX breakfast event will provide attendees with a strategic perspective on doing business in this environment from top executives on the cutting edge of this trend."

Tables of 10 can be reserved for the AASA Executive Breakfast for \$750; individual tickets are \$85. Tables and tickets can be purchased online by [clicking here](#).

The AASA Executive Breakfast panel will address:

- Product comparison models
- Virtual vs. actual inventory
- The "buy online and pickup at the local store" model
- Pricing management
- Supplier and brand marketing/selling information in online stores
- Changing fulfillment models for traditional warehouse distributors

Ernst & Young is the exclusive sponsor of the AASA Executive Breakfast during AAPEX. The annual AASA Executive Breakfast will be the kick-off networking event for AAPEX 2010, which opens at 9 a.m. on Nov. 2 and concludes on Thursday, Nov. 4, at the Sands Expo Center.

University of the Aftermarket CEU Credits

Participants at the AASA Executive Breakfast during AAPEX can earn CEU credits through the University of the Aftermarket.

"We are pleased to partner again this year with the University of the Aftermarket to offer these credits, which attendees can apply toward their automotive aftermarket professional (AAP) or master automotive aftermarket professional (MAAP) standing," Handschuh said.

About AASA

AASA (www.aftermarketsuppliers.org) exclusively serves suppliers of aftermarket components, tools and equipment, and related products. It is a recognized industry change agent -- promoting a collaborative industry environment, providing a forum to address issues and serving as a valued resource for members. AASA is an affiliate association of the Motor & Equipment Manufacturers Association (MEMA). "AASA, Leadership in the Global Automotive Aftermarket"

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