



News Release
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“MAKING THE DIFFERENCE” IS THE THEME FOR VIPAR HEAVY DUTY’S ANNUAL BUSINESS CONFERENCE

*"Miracle on Ice" Goalie Jim Craig Will Provide Keynote Address
for Nov. 14-19 Event at Marco Island Marriott*

Crystal Lake, IL – Celebrating the theme “Making the Difference,” the 2010 VIPAR Heavy Duty Annual Business Conference will be held November 14-19 at the Marco Island (Fla.) Marriott. The group's Annual Business Conference brings together VIPAR Heavy Duty distributors, supplier partners, and industry associates to facilitate the productive exchange of ideas and information to benefit all participants. This 2010 conference will feature a keynote presentation by motivational speaker Jim Craig, the goalie for the 1980 gold medal winning U.S. hockey team.

“VIPAR Heavy Duty holds itself to a very high standard of service and performance,” said Jeff Paul, director of Marketing, VIPAR Heavy Duty. “We owe this success to the dedication and commitment of our world-class stockholders and supplier partners. They are what truly make the difference.”

Craig is the president of Gold Medal Strategies, a Boston-area based promotions and marketing firm. An All-American goalie at Boston University, Craig was selected as the starting goaltender for the 1980 U.S. Olympic hockey team that upset the heavily-favored Soviet Union in the semifinals. The win was dubbed the "Miracle on Ice," and the team went on to defeat Finland to capture the gold medal.

Conference events include: a tradeshow, one-on-one stockholder/supplier partner meetings, general sessions, the annual stockholders meeting, as well as various other business programs. The event will kick-off with a welcome reception on Sunday, November 14 and conclude with the annual dinner on Thursday, November 18.

For more information on the VIPAR Heavy Duty Annual Business Conference, visit www.vipar.com or email: info@vipar.com.

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About VIPAR Heavy Duty

VIPAR Heavy Duty is North America's leading network of independent aftermarket truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from over 500 locations across the United States, Canada, Puerto Rico, and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. For more information, visit www.vipar.com.

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