



# NEWS RELEASE

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## **FOR IMMEDIATE RELEASE**

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## **Mossy Oak Graphics Products to Hit AutoZone Stores Across U.S. in Time For the 2011 Fall Hunting Season**

**AUBURN HILLS, MI** – Mossy Oak® Graphics™ ([www.mossyoakgraphics.com](http://www.mossyoakgraphics.com)), the worldwide exclusive manufacturer of Mossy Oak® camouflage vinyl products, today announced a selection of its newly designed vehicle graphics are now available in 541 AutoZone (NYSE: AZO) retail stores. AutoZone, the leading retailer and a leading distributor of automotive replacement parts and accessories in the United States, will carry Mossy Oak Graphics' fender flare kit, rocker panel kit, rear quarter panel graphic and a variety of Mossy Oak decals.

“Whether it’s a truck or high-performance sports car, automobiles have always been a way for people to express their individuality and freedom,” commented Mike McNerney, Mossy Oak Graphics Executive Vice President of Sales and Marketing. “Mossy Oak Graphics’ new line of automotive accessories allows people to go beyond body type and paint color, and express their passion for the hunting and the outdoors right down to a specific camouflage pattern. Having a retailer the caliber of AutoZone carry our products is great development for the Mossy Oak Graphics brand.”

Mossy Oak Graphics products, including all of the vehicle graphics that will be available at AutoZone, are the only products of their kind manufactured using 3M™ premium cast vinyl, eliminating shrinking, cracking or peeling issues that hinder the performance of conventional vinyl camouflage products. Design features, including pressure sensitive adhesive technology and air release channels, are among other innovations that allow Mossy Oak Graphics products to be repositioned during installation and applied smoothly without any bubbling. All Mossy Oak Graphics products are designed and manufactured in the United States of America.

### **About Mossy Oak Graphics®**

Based in Auburn Hills, Mich., Mossy Oak Graphics offers Mossy Oak’s complete line of camouflage patterns on a huge selection of ultra-high resolution vinyl graphic products. As the worldwide exclusive manufacturer of Mossy Oak vinyl products, the company has ushered in a new era of innovation in the camouflage graphics industry, introducing several never-before-seen product features. For the first time camouflage kits for everything ranging from trucks, boats and ATVs, to guns, will come pre-cut for quick and easy installation. Additionally, Mossy Oak Graphics created a new product category, partnering with some of the outdoor world’s most renowned photographers and wildlife artists to offer life-size cut outs, customized window graphics, tailgate graphics and decals of a myriad of breathtaking wildlife themed images. Visit [www.mossyoakgraphics.com](http://www.mossyoakgraphics.com) or call 888.449.6558 for more information. Mossy Oak Graphics is a Quantum Digital Ventures, LLC Company. To learn more about Quantum Digital Ventures, visit [www.qvmllc.com](http://www.qvmllc.com).

### **About Autozone**

As of May 7, 2011, AutoZone sells auto and light truck parts, chemicals and accessories through 4,467 AutoZone stores in 48 U.S. states plus the District of Columbia and Puerto Rico and 261 stores in Mexico. AutoZone is the leading retailer and a leading distributor of automotive replacement parts and accessories in the United States. Each store carries an extensive product line for cars, sport utility vehicles, vans and light trucks, including new and remanufactured automotive hard parts, maintenance items, accessories, and non-automotive products. Many stores also have a commercial sales program that provides commercial credit and prompt delivery of parts and other products to local, regional and national repair garages, dealers, service stations, and public sector accounts. AutoZone also sells the ALLDATA brand diagnostic and repair software through [www.alldata.com](http://www.alldata.com). Additionally, we sell automotive hard parts, maintenance items, accessories, non-automotive products and subscriptions to the ALLDATAdiy product through [www.autozone.com](http://www.autozone.com), and our commercial customers can make purchases through [www.autozonepro.com](http://www.autozonepro.com). AutoZone does not derive revenue from automotive repair or installation.