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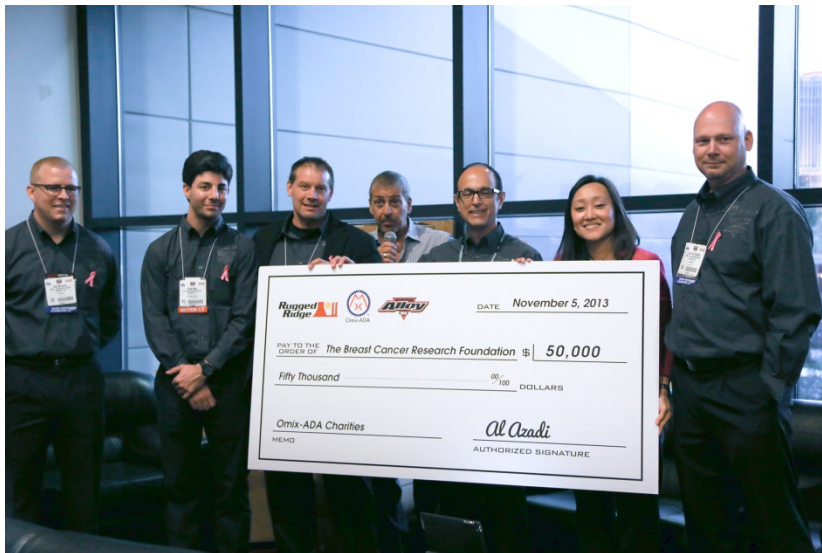
OMIX-ADA COMMITS \$50,000 TO THE BREAST CANCER RESEARCH FOUNDATION®

Leading Manufacturer of Jeep® Parts and Accessories gives Charitable Donation to Support Health Care during 2013 SEMA SHOW

Suwanee, Ga. (November 2013) – [Omix-ADA®](#), declared its fight for the cause with a \$50,000 check donated to The Breast Cancer Research Foundation (BCRF) at its Off Road Success Center in support of Breast Cancer Awareness.

As part of its total \$150,000 commitment in 2013 of charitable donations, this donation was given to the organization as it was the national health organization that received the most consumer votes from a year-long mail-in rebate program for Omix-ADA and Rugged Ridge customers.

Breast Cancer, a cancer that forms in the tissues of the breast, affects every one in eight women throughout their lifetime.



“This generous contribution enables The Breast Cancer Research Foundation to provide much-needed funds to lifesaving research projects that are changing the face of breast cancer,” said Myra Biblowit, President & CEO of BCRF. “While breast cancer affects hundreds of thousands of women every day, men are also at risk for being diagnosed. Therefore, it’s critically important to have male-

dominating companies like Omix-ADA taking a stand in the fight against this disease.”

The Breast Cancer Research Foundation is an independent non-profit organization founded in 1993 to spread awareness and fund innovative and promising research that will lead to prevention and a cure for breast cancer.

“It really hits close to home for a lot of people because I think everyone at one point has known a breast cancer survivor or someone who has lost their battle,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “

ABOUT OMIX-ADA, INC

Omix-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For two decades, Omix-ADA has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 70 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com.

Jeep® is a registered trademark of Chrysler Group LLC.

About The Breast Cancer Research Foundation®

Founded by Evelyn H. Lauder in 1993, The Breast Cancer Research Foundation® (BCRF) has raised more than \$450 million to advance the most promising breast cancer research worldwide that will help lead to prevention and a cure in our lifetime. In October 2013, BCRF committed \$45 million to support the work of more than 200 researchers at major medical institutions across 12 countries, including the US. With 91 cents of every dollar spent by BCRF directed towards breast cancer research and awareness programs, BCRF remains one of the most fiscally responsible charities in the country. For the eleventh time since 2002, it has earned 4 stars from Charity Navigator. Additionally, BCRF is the only breast cancer organization rated an "A+" by CharityWatch. For more information about BCRF, visit www.bcrfcure.org.