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OMIX-ADA HOSTS LIVE RADIO SHOW AT THE 2013 SEMA SHOW

*Topics of Discussion Include Iconic Jeep® Platform and Off-Road Industry
at Off Road Success Center during 2013 SEMA Show*

Suwanee, Ga. (September XX, 2013) – Omix-ADA today announced it is proudly celebrating 20 years in the Jeep® and off-road industry by hosting a live radio talk show at the company's Off Road Success Center in the Upper South Hall Lobby of the 2013 SEMA Show in Las Vegas, November 5-7.

Hosted by industry veteran Joe Sebergandio, the talk show will cover multiple topics ranging from insightful stories and conversations about individual Jeep experiences, to live coverage of a Jeep giveaway on-site. The talk show will include special seating areas for guests and will replay hourly for attendees of the show to enjoy.

Guests for this year's radio show include Rick Pewe, Editor of *Petersen's 4Wheel & Off-Road*; Pearse Umlauf, Vice President and General Manager of Jeep Jamboree USA; Jim Ryan, Director of Source Interlink's Off Road Group; select members of Chrysler-Jeep and many more.

In addition to hosting a radio show, as part of the company's three-day celebration of all things Jeep and off-road, Omix-ADA has several other activities planned at its Off Road Success Center, including:

- A live Jeep build of a 2013 JK Rubicon with featured appearances from industry legends, off-road pioneers and media representatives.
- Special celebrity guest R. Lee Ermey, also known as "The Gunny," will also hold several autograph sessions at the Success Center throughout the week.
- Omix-ADA's Off Road Success Center will also be the venue for three separate \$50,000 check presentations to charity.

For more information on Omix-ADA, the Off Road Success Center at the 2013 SEMA Show, as well as upcoming contests and promotions from Omix-ADA and its family of brands, please visit www.Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.

ABOUT OMIX-ADA, INC.

Omix-ADA®, Inc. is one of the world's largest independent manufacturers and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For nearly two decades, Omix-ADA has designed, tested, manufactured or distributed more than 15,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge®, Alloy USA®, Outland Automotive® and Precision Gear® are distributed throughout the USA and in more than 60 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit www.omix-ada.com.

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