



HERCULES TIRE

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FOR IMMEDIATE RELEASE:

Hercules Tire Company Appoints Bill Trimarco as CEO

Findlay, Ohio: February 4, 2009 – Hercules Tire Company, a leading marketer and distributor of private label and branded tires and a portfolio company of FdG Associates, announced today the appointment of William Trimarco as Chief Executive Officer effective March 2. Trimarco, an experienced executive with a strong distribution background, replaces Lawrence Seawell who resigned from Hercules recently to pursue other opportunities.

“We are thrilled to have Bill Trimarco as the new CEO of Hercules,” said Howard Romanow, Managing Director of FdG Associates and member of the Hercules Board of Directors. “We have known Bill for ten years and have long respected his operational and leadership skills. We think his experience with complex, value-added distribution, international sales and foreign sourcing makes Bill a great fit to lead Hercules, and we look forward to working with him to help execute the company’s business plan.”

Trimarco joins Hercules from Larson-Juhl, a Berkshire-Hathaway company. Bill played an integral role in building Larson-Juhl into the world’s leading designer, manufacturer and distributor of picture frame moldings and has most recently served as President of International Operations. He spent 27 years helping to grow Larson-Juhl from a single location to the global leader in its category with more than 60 locations in 17 countries.

“Hercules is a leader in replacement tire marketing and distribution, with a particular strength in private label tires. I look forward to working with the outstanding team we have in place to continue executing on the company’s business plan.” Trimarco said. “Despite today’s challenging economic environment, I believe there are exciting opportunities that Hercules can take advantage of, and we are pleased to have the support of FdG Associates as we move forward.”

About Hercules Tire Company

The Hercules Tire Company, headquartered in Findlay, Ohio, is a leading integrated marketer and distributor of replacement tires in the United States, Canada and more than 100 countries around the world. The company’s proprietary brands include an extensive selection of high quality UHP, passenger, light truck, medium truck, trailer, OTR, industrial and specialty tires. This has allowed Hercules to develop a strong reputation among its customers and has made Hercules one of the most sought after private brand labels in the tire industry. In addition, Hercules distributes over 20 leading national branded tire programs and collectively offers over 10,000 SKUs.

For more information about Hercules, please visit www.herculestire.com.

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THE HERCULES TIRE & RUBBER COMPANY

About FdG Associates

FdG Associates is a private investment firm providing equity capital to North American-based middle-market growth companies with sound businesses and unrealized potential. By building a partnership with management and offering creative problem solving and strategic, long-term planning focused around key corporate initiatives, FdG empowers companies to achieve their full growth potential and increase their equity value.

FdG will typically commit from \$15 million to \$50 million in equity to sponsor management buyouts, recapitalizations and growth-oriented capital investments in private and public companies. The deep and diverse experience of the firm's executive team enables FdG to pursue opportunities in the business and consumer services, distribution, light manufacturing, retail and consumer products sectors.

FdG is headquartered in New York, NY. For additional information, please visit www.fdgassociates.com

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