

September 24, 2007

***NIAA, Les Schwab to partner in hosting Northern Region tournaments***

The Nevada Interscholastic Activities Association (NIAA), the non-profit governing body of high school athletics in the Silver State, and Les Schwab Tire Centers, the largest independent tire dealer in Northern Nevada, are proud to announce a new partnership whereby Les Schwab is an official sponsor of 3A Northern League and 4A Northern Region championship events.

“At Les Schwab, we are proud to sponsor different organizations, events and community activities,” said Phil Wick, Chairman for Les Schwab Tire Centers. “It’s a way to show support for our communities and we hope you will show your support by attending some of these great events.”

The Les Schwab partnership will allow the NIAA to continue to conduct first-class boys and girls region championship tournaments in the 14 sports contested by the Northern Nevada schools.

“We sincerely appreciate Les Schwab’s outstanding assistance, cooperation and support in the NIAA’s goal of delivering first-class, championship tournaments for Northern Nevada’s student-athletes,” said Eddie Bonine, Executive Director of the NIAA. “The Les Schwab Tire Centers have been contributing to the communities of Northern Nevada for many years. Now, they are extending their commitment to the sector of high school athletics and we are very grateful.”

The history of Les Schwab Tire Centers began in January of 1952 when Mr. Les Schwab purchased a small OK Rubber Welders store in Prineville, Oregon. Today, the Les Schwab Tire Centers company is one of the leading independent tire dealers in the United States with more than 7,000 employees and 400 store locations throughout the western part of the country. The base of Les Schwab’s corporate operations remains in Central Oregon where it operates one of the largest tire re-treading plants in the country. It also owns a distribution center in Prineville of more than 2 million square feet in size.

“‘Pride in Performance’ is the value that drives us at Les Schwab. We take pride in our customer service and pride in our employees. As a company, we try to incorporate this belief into everything we do. Our company goals are to continue to provide the legendary Les Schwab level of customer service, to be original and innovative, and to stay independent.”

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More information about Les Schwab Tire Centers, including a store locator tool, tire and suspension selection brochures, and general safety guides can be found on the Les Schwab web site, [www.leschwab.com](http://www.leschwab.com). Les Schwab Tire Centers deal in more than just tires. All stores in Northern Nevada are able to assist with custom wheels, batteries, brakes, alignments, lifting and/or lowering, shock and struts and other tire technology.

“Les Schwab Tire Centers is proud to be an active part of the communities where our employees, customers and business partners live and work. Giving back to our communities is an integral part of the way we do business and, for more than 50 years, our stores have been supporting events focused on youth and families.”

For more information about the NIAA – Les Schwab partnership, please contact Donnie Nelson, Assistant Director with the NIAA, at (775) 688-6464 or Dwayne Yancey, Northern Nevada Facility Supervisor with Les Schwab, at (775) 355-9400.

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