



PRESS RELEASE

For Immediate Release: Monday November 23, 2009

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Keep A Family Rolling - The Final Results!

We are pleased to announce that the Volvo station wagon will be presented to a very deserving young family from Bath, Maine. Before we get into details, allow me to say that our "Keep a Family Rolling" contest was a very difficult decision for our staff, and not a responsibility which we took lightly.

With Appreciation...

I'd like to thank the local community and the good folks at the Wiscasset, Lincoln County and Boothbay newspapers that took the time to help us "Keep A Family Rolling!" Radio stations WBACH and WBCI also deserve thanks for helping us get the word out. Thanks to your efforts, we went from 6 nominations in late October, to over 70 at the end of the contest. I want to let you know that each one of those nomination deserved to read and carefully considered, and they were.

Over the last two months, we've heard and read some very heart wrenching stories, but we've also been encouraged by the stories of strength, faith and perseverance shown by these good folks. We've likewise have been heartened by the kindness of those who have taken the time to write or call and nominate a family member or friend; such times bring out the best in people. Our staff has been so touched by the stories of good people, that each has decided to give a gift card, good for a Thanksgiving turkey, to each of the five runners up.

The Process...

While its important to the good people who took the time and effort to nominate someone to know the outcome, we want you to know that we are sensitive to individuals personal and financial challenges, so unless the winner asks specifically chooses to later share their information, the announcement must be general in nature. We hope that those who nominated others can appreciate that we want to be sensitive to each person's situation.

As for the nominations, now that sales and service staff as a team has had an opportunity to review them, the nominations will be destroyed so the privacy of both the nominee and nominator is respected. If you have specific concerns, please contact us directly.

The Family...

Our staff has selected a young couple from Bath, Maine to be the recipients of the Volvo. Out of respect for their privacy, we can't mention their names directly, but we do think you'll be encouraged by their story.

She and her husband are both working diligently to raise their 2 year old son - under quite trying circumstances - and in a tiny apartment. Both work in customer service, but alternate their work schedules so someone is always home with their young son. They are currently without transportation, and walk to their jobs, in both good and horrendous weather.

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Despite these hardships their fellow workers report that they always come to work with a smile and are dedicated to their profession. The nominator noted that the winning nominee is perhaps the most positive person she has worked with, never complains about her situation, and is always an encouragement to others.

We are therefore delighted to award the Volvo station wagon, one year of free service, and the Thanksgiving dinner this wonderful family. Should they choose to come forward, we will of course support their decision, otherwise appreciate your confidence and support.

In Reflection...

For those who were not selected, take heart that this is not a one-time thing; we plan on running this event each Thanksgiving as a way of giving back to the community. The needs are deep in the current economy, and Thanksgiving seems to be the ideal time to reflect upon both our blessings as well as the needs of others.

In closing, I view Atlantic Motorcar has having three main callings:

- 1) Providing honest, high quality automotive service and sales to our customers.
- 2) Offering a safe, stable, enjoyable and healthy work environment for our staff.
- 3) Using the resources of the company as to share our blessings and do good within the local community.

We thank each and every one who took the time to nominate another. While all were deserving, we only had one car to give, and relied upon the staff to the make the selection. I personally thank you for helping us, help another.

Our best wishes to you and your family for the Thanksgiving and Holiday season!

Thanks!
Bruce J. Howes
President, Atlantic Motorcar



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