



A Division of Cooper-Standard Automotive

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StanPro Unveils New Brand Identity to Refresh Image in Target Markets

NOVI, Mich. – Date, 2008 – StanPro, a leading supplier of aftermarket seals and trim, is proud to unveil a new brand identity to update its look and better align the division's image with its target markets.

"Months of market research confirmed the importance of the StanPro brand and its connection with its parent company Cooper-Standard Automotive," said Ken Downes, division manager of the StanPro Division. "The decision to update StanPro's image so it better aligns with our products and customers demonstrates the brand's commitment to maintain a strong position in the markets it serves."

The new brand identity updates StanPro's logo and creates a new tagline. "The Right Fit" was established to signify the flexibility of the company's products and its ability to "fit" into any market. StanPro's sealing and trim products can be used for countless applications. StanPro's knowledgeable technical and customer support teams work with customers to select the proper product for their specific need, regardless of application or industry.

StanPro's new logo adopts Cooper-Standard's corporate colors to demonstrate a stronger connection with the corporate brand. StanPro partners with Cooper-Standard's Advanced Engineering Team and corporate product research and development facilities to create new systems and technologies. It also utilizes this expertise when customers need a custom solution.

Additionally, StanPro will release a new web site and literature at the end of September. For more information about StanPro, visit www.stanpro.com.

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StanPro originated as a division of The Standard Products Company. Cooper-Standard Automotive acquired Standard Products and the StanPro Division in 1999. StanPro markets to original equipment manufacturers, as well as a vast distributor network. The StanPro product line provides sealing, trimming, attaching, noise abatement, protecting, restoration, organizing, glazing, framing and replacement solutions for automotive, industrial, manufacturing, marine industries and many others.

About Cooper-Standard Automotive

Cooper-Standard Automotive Inc., headquartered in Novi, Mich., is a leading global automotive supplier specializing in the manufacture and marketing of systems and components for the automotive industry. Products include body sealing systems, fluid handling systems, and NVH control systems.

Cooper-Standard Automotive Inc. employs approximately 19,000 people globally with more than 70 facilities throughout the world. For more information, visit the company's Web site at:

www.cooperstandard.com.

Cooper-Standard is a privately-held portfolio company of The Cypress Group and Goldman Sachs Capital Partners Funds.

The Cypress Group is a private equity investment firm managing more than \$3.5 billion of capital. Cypress has an extensive track record of making growth-oriented investments in targeted industry sectors and building equity value alongside proven management teams.

Goldman Sachs is a leading global investment banking, securities and investment management firm that provides a wide range of services worldwide to a substantial and diversified client base that includes corporations, financial institutions, governments and high net worth individuals. Founded in 1869, it is one of the oldest and largest investment banking firms.

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Editor's Note: For a high-resolution image of the new StanPro logo, please contact Adriana Ferrari at aferrari@bianchipr.com or 248-269-1122.