



Engauge Wins Work with NGK Spark Plugs *Marketing Agency to Connect with Automotive Enthusiasts*

PITTSBURGH (April 24, 2008) – Marketing agency Engauge (www.engauge.com) has been retained by NGK Spark Plugs USA to create interactive and relationship marketing projects.

“This is an extremely exciting time for us and NGK,” said Jason Bergeron, Creative Director at Engauge. “Our work will give performance artisans better ways to connect with and become a part of the NGK brand. It’s a very intriguing, inspiring, and potentially category-altering approach to viral and interactive marketing in the automotive aftermarket.”

“We have great ambitions for the American market and think Engauge can help us connect with automotive enthusiasts in new and innovative ways,” said Mike Schwab, Director of North American Sales and Marketing for NGK Spark Plugs.

About NGK Spark Plugs

NGK Spark Plugs (www.ngksparkplugs.com) is the world leader in spark plug technology, offering the highest quality products for virtually every automotive, motorcycle, marine, and small engine application. Starting with a single product in 1936, its extraordinary growth stems from a philosophy of manufacturing products where they are going to be used. It runs 14 factories in eight countries and strives to manufacture environmentally responsible advanced ceramic technologies.

NGK has built a reputation for quality and reliability, and a commitment to excellence continues to be the driving force behind the company’s advanced research and development programs. With state-of-the-art manufacturing, inventory, and distribution facilities, NGK is dedicated to providing customers with world-class products and services.

Its focus on innovation and teamwork contributes to local and global economic growth by matching products to customers’ visions and exceeding their expectations in quality, value, service, and performance. NGK is headquartered in Wixom, Michigan and maintains manufacturing, inventory, and distribution facilities in Irvine, California; Sissonville, West Virginia, and Chicago.

About Engauge

Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge’s proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge’s clients include Airborne, Best Buy for Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O’Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com.

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