



FOR IMMEDIATE RELEASE

Pep Boys Grand Re-Opens Newly Remodeled Stores in New Orleans Area

*First 100 Customers in Line on March 15 Receive FREE Shopping Cards
at local New Orleans, Baton Rouge, Shreveport and Lafayette stores*

PHILADELPHIA – March 13, 2007 – The Pep Boys – Manny, Moe & Jack (NYSE: “PBY”), the nation’s leading automotive aftermarket retail and service chain, today announced that its stores in the **New Orleans, Baton Rouge, Shreveport and Lafayette** area will celebrate Grand Re-Openings beginning **Thursday, March 15**. The stores, which have undergone a significant internal and external transformation, showcase Pep Boys’ commitment to revitalize its unique offering of automotive parts, tires, repair and maintenance services – and more – to its customers in this area.

“Our New Orleans area stores now feature a more exciting, customer-friendly layout on both the retail and service sides of our business,” noted Pep Boys Chairman and CEO **William Leonard**. “The refurbished stores have prominent product displays that leverage our massive retail space, maximize sales per square foot, and create a permanent space for newer product categories, such as power tools and garage items. Customer response to the refurbishments has been very positive in other markets, and we look forward to continued customer satisfaction.”

As part of the Grand Re-Openings, these Pep Boys stores will run a special **7 a.m. to 11 a.m. Doorbuster Sale** on **March 15**, as well as a celebratory 10-day sale through **March 24**. At each grand re-opened Pep Boys location, the first 100 customers to visit on March 15 will receive a **FREE \$10 Pep Boys Shopping Card**. Special service promotions that day include **50% off any tires** for the first 10 customers to purchase any installed passenger or light truck tires; and a **\$4.99 Pennzoil standard oil change** for the first 10 customers to sign a work order for an oil change.

Participating Stores

Store #	Store Name	Address	Phone
New Orleans			
92	South Carrollton	3505 S Carrollton Ave, New Orleans	504-486-3000
161	Metairie	6638 Vtrans Memorial Blvd., Metairie	504-455-0281
117	Gretna	1100 Behrman Hwy, Gretna	504-391-0200
137	Elmwood	835 S Clearview Pkwy, Jefferson Parish	504-733-7774
147	Slidell	1421 Gause Blvd., Slidell	985-646-0600
Baton Rouge			
208	Baton Rouge	9704 Airline Hwy., Baton Rouge	225-927-6233
Shreveport			
141	Bossier City	2941 E. Texas Ave., Bossier City	318-742-0012
164	Shreveport	8825 S. Jewella Ave., Shreveport	318-683-0448
Lafayette			
212	Lafayette	5639 Johnston St., Lafayette	337-988-1022

About Pep Boys

Pep Boys has 593 stores and over 6,000 service bays in 36 states and Puerto Rico. Along with its vehicle repair and maintenance capabilities, the Company also serves the commercial auto parts delivery market and is one of the leading sellers of replacement tires in the United States. Customers can find the nearest location by calling 1-800-PEP-BOYS or by visiting pepboys.com.

Editor's Note: For additional information, visit http://www.pepboys.com/about/media/press_kit.html. For digital photography or b-roll footage, please call the contacts listed below.

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