



**FOR IMMEDIATE RELEASE**

## **Pep Boys Streamlines Field Structure to Improve Customer Focus**

PHILADELPHIA – October 7, 2008 – The Pep Boys – Manny, Moe & Jack (NYSE: "PBY"), the nation's leading automotive aftermarket service and retail chain, today announced it has reorganized its field structure.

Under the new structure, the number of divisions has decreased from eight (four retail and four service) to six. One divisional vice president is now responsible for all aspects of service, retail and commercial operations in each of the six divisions.

Similarly, where area directors were previously responsible for either service or retail for between 14 and 19 stores, an area director is now responsible for all lines of business for an average of nine stores.

“With this reorganization, our field leadership team now oversees less expansive geographic areas, allowing them to build stronger relationships with store management, frontline associates and customers” says Pep Boys CEO Mike Odell. “We believe that providing our divisional vice presidents and area directors with total store responsibility better positions our stores to put our customers first and drive sales across all lines of business.”

### **About Pep Boys**

Pep Boys has over 560 retail stores and approximately 6,000 service bays in 35 states and Puerto Rico. Along with its full-service vehicle maintenance and repair 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 [www.pepboys.com](http://www.pepboys.com).

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