

News Release



Brian Busby joins Bodyshopmall as Business Development Specialist

MISSISSAUGA, ON, September 30th, 2008 – Bodyshopmall announced it has appointed Brian Busby as Business Development Specialist. Brian will be responsible for developing the refinish business with Bodyshopmall in Ontario, Quebec and Manitoba.

Brian brings to Bodyshopmall a wealth of knowledge and experience spanning over 30 years in the automotive refinish industry. He has held positions of increasing scope and responsibility including: Licensed Body Man and Painter, Shop Manager, Technical Representative, Sales Representative, Original Equipment Specialist, Business Development Manager and Sales Manager. “Brian’s vast knowledge and industry relationships will be an asset to Bodyshopmall”, said Jerome de Lapeyre, Regional Business Manager for Bodyshopmall. “We are happy to welcome this experienced leader in our team.

Bodyshopmall.com: Supplying tomorrow’s Products to Today’s Refinish Paint shops at High Speed. In 2001, bodyshopmall.com® became BASF Canada’s first e-commerce supplier of refinish products to body shops and to the specialty coatings market segments in Ontario, Quebec and Manitoba.

Today, Bodyshopmall is a top supplier of BASF Canada’s paint products, and is also a full line supplier of allied products offering Associated Product lines including 3M®, Norton®, FE®, Dynatron®, Devilbiss®, Iwata®, and more. For more information on Bodyshopmall, contact 1-800-532-7782, or visit www.bodyshopmall.com.

For more information contact:

Martine Despatie
BASF Canada
Tel: (289) 360-6157
E-mail: martine.despatie@basf.com

®Glasurit, R-M, bodyshopmall.com and VisionPLUS are registered trademarks of BASF. All other products are trademarks of their respective companies.

BASF Canada
100 Milverton Drive, 5th FL
Mississauga, ON L5R 4H1
Tel (289) 360-1300
Fax (289) 360-6000
www.basf.ca