

For Immediate Release

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Gatto's Tires & Auto Service Gains National Attention With "Top Shop" Award from Tire Review Magazine

Melbourne, FL – Winning top honors from a national magazine is a major feat, especially when the winner is a locally-owned and managed family business. Gatto's Tires & Auto Service won the highly competitive "Top Shop Award" from *Tire Review* magazine and will be featured in its upcoming October issue. Beating out more than 100 other independent shops, Gatto's was judged as the best overall tire dealership in North America.

Judges in the national contest considered each semi-finalist entry in the following categories: customer service, expertise, community service, appearance, achievement and merchandising. Gatto's received the highest overall score among all entrants.

"My father started this business in 1972 with the simple premise that we don't sell tires and service, we sell peace of mind and make vehicles safe for our customers," said Pam Gatto, CEO of Gatto's Tires & Auto Service. "It is exciting to win 'Top Shop' and know that this premise and our commitment to the community is recognized and celebrated."

Gatto's Tires & Auto Service offers seven stores located in Viera, Palm Bay, Merritt Island, Cocoa, New Smyrna Beach and two locations in Melbourne. Gatto's is being recognized for making commitment to the community a top customer service priority. "We live and work in the communities we serve and our customers see familiar faces when they come into our stores. We have an experienced service team and we believe in educating our customers so they can make informed decisions about their vehicles."

"This was the very first year for the contest, and we couldn't be more proud to have Gatto's as our first Top Shop Award recipient," said Jim Smith, editor of *Tire Review* magazine. "We developed the contest to bring focus to what makes for a successful small business, especially one in a highly competitive industry like ours. The judges spent a great deal of time reviewing the entries and felt that Gatto's Tires & Auto Service excelled at all of the key attributes that we feel make for a successful and vital tire dealership."

As North America's Top Shop, Gatto's will receive a custom-designed trophy, a check for \$1,500, and a new, high tech Coats APX90 tire changer (courtesy of contest presenting sponsor Hennessy Industries), and a trip to the upcoming SEMA Show in Las Vegas, where Pam Gatto will receive the Top Shop Award on behalf of Gatto's Tires & Auto Service.

The "Milestone Maintenance" program for Gatto's customers will be highlighted by the magazine as a customer service benefit. With this service, a history of completed maintenance and all future manufacturer recommended maintenance is just a click away. Additionally, all computer terminals have internet access, so Gatto's can check product availability for customers instantly.

In the category of achievement, Gatto's anticipated changes in the industry early on and moved from a single tire supplier strategy to a multi-brand strategy. Making safety a priority is key in this industry and Gatto's has a Safety Officer, regular safety meetings and a "Shoes for Crews" program providing safe shoes for every employee. Additionally, Pam Gatto is involved in dozens of community organizations and is a past winner of the *Florida Today* Volunteer of the Year award.

Tire Review magazine is North America's oldest industry publication, founded in 1901, and is the most widely read tire industry publication world-wide. The Top Shop Awards, presented by Hennessy Industries, was created to recognize the successful business practices of North America's independent tire dealers. From more than 100 initial entries, 20 semi-finalists were selected. From that group, six were chosen for final judging by a panel of independent judges. Gatto's was selected as the Top Shop, and three other dealers – Chapel Hill Tire Car Care Center in Chapel Hill, N.C.; Community Tire & Auto Specialists in Phoenix; and Redwood General Tire Pros in Redwood City, Calif., were selected as finalists.

Gatto's website, located at www.gattos.com, includes a **Yes} we can do that** list of services, and provides an online appointment request option and downloadable coupons. Gatto's Tires & Auto Service may also be reached by calling 321-676-2710.

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