

In Business for 80 Years Manufacturing Leading Brands including STA-BIL® Fuel Stabilizer, HEET® Gas-Line Antifreeze and Start Your Engines!®, Gold Eagle Co. is focused on Developing New Technologies that Address the Needs of the Aftermarket Fluids and Additives Market

**Industrial
Vehicle Aftermarket
(Private)**

**Gold Eagle® Co.
4400 S. Kildare Ave.
Chicago, IL 60632
Phone: 800-367-3245
www.goldeagle.com**



**Marc Blackman
President and CEO**

BIO:

Ever wonder what could lure someone away from the wine business? Ask Marc Blackman. A former manager at E&J Gallo Winery, Marc decided to join the automotive aftermarket industry to support an outstanding family business at Gold Eagle® Co. with a rich history of product innovation and solid Midwestern family values.

Marc's responsibilities as president and CEO include everything from

sales and marketing to manufacturing, distribution, IT and finance. While busy, he enjoys the challenge and constantly looks for opportunities to improve its brands and grow the company. And Marc doesn't stop there. Outside the office, he is extremely active, volunteering and serving as a committee chair for more organizations than we could keep track of. He even founded the Global Automotive Network with the Young President's Organization.

Company Profile:

For 80 years, Gold Eagle Co. has been an industry pioneer in the production and distribution of aftermarket fluids and additives. We create products that help preserve, protect and enhance the performance of engines everywhere. We are a leader in the product development, manufacturing, marketing, and distribution of branded engine performance and maintenance chemicals. Privately held and headquartered in Chicago, Gold Eagle Co. is the manufacturer of leading brands, including STA-BIL® Fuel Stabilizer, HEET® Gas-Line Antifreeze, NO LEAK® Treatments, 104+® Octane Boost, Start Your Engines!®, Diesel-Power!® Diesel Additives, 303® Aerospace Protectant and 303® Fabric Guard. To view our complete line of Gold Eagle products or learn more about the Company, please visit goldeagle.com or "like" our Gold Eagle Co., STA-BIL, Start Your Engines! or Engine Answerman pages on Facebook. For product questions, please call us at 800-621-1251 or follow us on Twitter @GoldEagleHelp.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Blackman, would you tell us about Gold Eagle?

Mr. Blackman: We are a family-held private company and have been in business for eighty years. The company was started by Armin Hirsch, who was in the automotive business and decided to start his own company. I represent the third generation of this family-owned business. Gold Eagle is a company based on engine additives with the goal to make engines run smoother and perform better. We have an overall purpose at our Company – to create products that protect, preserve and perform. Collectively this focus means creating products that helps engines run better, last longer and save customers money. We are fuel experts with industry leading brands, including STA-BIL Fuel Stabilizer, which treats, preserves and protects more than half a billion gallons of fuel a year. In addition, we strive to create products that perform. Many people want their engines to perform better, which could mean improved power, smoother running and more efficiency. But, "perform" also has a double meaning for us – We pledge to our customers that we will never make claims that are untrue, and our products will perform as promised.

CEOCFO: How do you get people to understand that you are the real deal?

Mr. Blackman: When you are building brands like STA-BIL, HEET Gas-Line Antifreeze and Start Your Engines!, it does not happen overnight.

It starts with an absolute relentless pursuit of quality and optimal chemistry that will accomplish what consumers need. We do extensive research to figure out exactly what current needs are, as there are many issues with fuels today that provide challenges to engines. Once we understand these dynamic issues, we proactively come up with the chemistries and formulations that address and solve these issues. We can do all the talking and advertising in the world, but at the end of the day if the product does not perform, consumers will catch on and not purchase it. We are very proud of our products, and the more that we can put our products in consumers' hands, the better.

CEOCFO: Are people aware of the overall company of Gold Eagle or is the specific brands that most people know?

Mr. Blackman: I would answer that by saying we are "one." For example, most people are aware of the Proctor & Gamble company. Proctor & Gamble has a strategy of acquiring and developing brands for different categories but always tying them lightly to the P&G umbrella brand. We are obviously much smaller, so people are not going to know Gold Eagle like they know Proctor & Gamble. Gold Eagle has similarly evolved and expanded by acquiring and developing different brands that fit under various categories, but not under one umbrella brand. We have a number of brands for a number of industry categories and really focus our efforts on promoting and developing each brand among consumer audiences.

That said, the Gold Eagle brand is known in some categories, such as the convenience store market, as well as internationally. Gold Eagle is a very strong name on the global scale, and we were recently awarded The President's "E" Award for excellence in international exports. So internationally, the Gold Eagle brand is growing.

CEOCFO: How do you breakdown between US and international and would you like to see that change?

Mr. Blackman: I think there is a great deal of opportunity for growth in all areas. Internationally, we have relationships and do business in more than fifty countries. Over the years while we have approached some of our international business opportunistically, we have learned that to really expand on a global scale opportunistic selling/marketing is not sustainable. You have to dig in and focus on specific markets. So in addition to being opportunistic, we are focusing on key markets that allow us to grow strategically as well.

CEOCFO: What are the challenges in reaching the public with your message?

Mr. Blackman: As I mentioned earlier, the additive market is unusual because there are many mixed messages, and consumers have to work hard to cut through the clutter. There are some products on the market that

Gold Eagle is not only a packager and marketer, but we also invest extensively in science and innovation. We are constantly working to understand current and future needs and work hard to develop new technologies that address these needs. - Marc Blackman

claim they "cure cancer" but really don't do what they claim. This causes consumers to be confused and skeptical and leads some to think it's just pixie dust in a bottle and doesn't do much of anything. Sometimes, we feel at a competitive disadvantage because our products actually do and accomplish what they claim.

Because of the economic downturn in the past five years, consumers have become much more focused on taking care of their engines and worldly goods. This has increased greatly because consumers are motivated to keep their engines working to avoid additional costs to replace items or have major repairs. We are working hard to help be a trusted source for consumers during this time and beyond and educating them on the real benefits of our products that they can rely on.

CEOCFO: How do you get your message out?

Mr. Blackman: Our target demographic used to start as young as teenagers starting to drive a car. However, today, not everyone has the means to spend extra money on a car, and the percentage of young people who spend time working on their cars and engines has also declined for many reasons.

Thus, our target audience starts with those approaching mid-twenties and continues into 50-years-old or older, as long as they continue to take great pride in maintaining their engines. You can cut many of our demographics in different ways, as engines are obviously in everything from boats to cars, trucks, ATVs and more. It could be people who are engine enthusiasts, car collectors or boaters to those who enjoy doing their own maintenance or someone seeking additives to improve the performance of their engine.

We also support homeowners, especially those with small engine equipment, such as lawnmowers and trimmers. In addition, single mothers are a growing target for us because many women cut their own lawns, treat their own cars, and do their own small engine repairs.

When you look at all those different demographics and various types of engines, our brands fit into a plethora of niches. We target each of these niches with strategic, advertising, marketing and social media strategies with meaningful messages that speak directly to these customers' needs and educate them on the benefits of using our products to save money and time and keep their engines running for years to come.

CEOCFO: Where do we find your brands?

Mr. Blackman: We have a very widespread distribution both across the United States and globally. Customers can find our products in automotive chains, mass retailers, hardware and home improvement stores, marine stores and marinas around the country. We are also in small lawn and garden dealerships and repair

shops, convenience stores, quick lubes, and what we call the installer market.

CEO CFO: When you look at making an acquisition or developing a new product, how do you decide what you want to add to your line?

Mr. Blackman: It is a strategic process. We look at our portfolio of products and brands and find the right products to match with our vision and corporate purpose, which is protecting, preserving, performing, and helping to sustain the environment. When we look at products that line up with these criteria, it narrows the field significantly. Furthermore, we require any product we acquire really performs as it says, which cuts down the field even more.

Secondly, we seek products and brands with differentiated technology that not only perform but also perform much better than its competition. This is one reason we were attracted to our recent acquisition of 303 Products, which is our first venture outside of products you put specifically in the engine. It's a small company with really incredible products. When you look at what 303 Products accomplish, they absolutely protect and preserve the products you love with advanced technology and SPF sun protection making it one of the best fabric guard products on the market. This innovative brand met all our criteria.

CEO CFO: Are there specific areas that are missing an additive, which could be helpful?

Mr. Blackman: Gold Eagle is not only a packager and marketer, but we also invest extensively in science and innovation. We are constantly working to understand current and future needs and work hard to develop new technologies that address these needs. We recently completed an innovation center with two highly acclaimed chemists who work virtually around the clock. As we speak, Gold Eagle is working on some specific innovations, and there is nothing like them out there now. For two new products we are working on, the need is unquestioned, and technology is nearly complete. We hope to bring these to market in the near future. There are many needs that exist today and continue to grow, and those companies that figure them out will hit major homeruns. We are working on it!

CEO CFO: How is business these days?

Mr. Blackman: Business is good! In difficult economic times, consumers are focused on taking care of their engines and are using our products to accomplish this. Furthermore, they are becoming smarter about the way they take care of their products and appreciate the products that really meet their needs.

As a company, we also create private label products for many original equipment (OE) brands, which look for similar types of characteristics in a company. We provide them with the best quality products and turnkey service. We also develop, package and

distribute their products directly and ensure everything is taken care of in a smooth, efficient manner. As a result, more and more OEs are coming to Gold Eagle for our services.

CEO CFO: Why should people in the business and investment community pay attention to Gold Eagle as a company?

Mr. Blackman: Gold Eagle is a strong up and coming company with a rich history of innovation, trusted products and company with core values. We also have a culture and work ethic here that really sets us apart. That said, we are not a company that is for sale or expect to be for sale any time soon.

Additionally, we have received some significant awards over the last few years, including Illinois Manufacturer of the Year, *Inc.* magazine's One of America's Best Small Work Places and the President's "E" Award for exporting excellence. The President's "E" Award is given to companies that are successfully exporting into very difficult markets. We will be receiving another award this year that has yet to be announced. As a company, we are not trying to beat our chest and say look at us, we simply like to go out and perform, innovate, and meet consumer needs. So far, this strategy has led to much success, which we are proud of.



Gold Eagle® Co.
4400 S. Kildare Ave.
Chicago, IL 60632
Phone: 800-367-3245
www.goldeagle.com