



PRESS RELEASE
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Hytec Automotive gets repackaged

COLUMBUS, Ohio- Hytec Automotive a DeBartolo Company (Hytec) announced today that it is going the extra mile with its packaging. The new Hytec box houses more than just its high quality water pumps. It also holds information on its panels thus eliminating loose paper inserts also making the new Hytec packaging more environmentally friendly.

Information that can be found on the inside of the new, four-color packaging includes installation instructions in three languages, special promotions and vendor-specific messaging. POS promotions and coupons can be printed directly inside the box to drive consumers to other products.

“We’ve found that most consumers keep the boxes their parts come in. With the installation instructions printed on the inside, they will always have them handy. Additionally, the boxes make a wonderful cross-marketing tool because vendors can have their own information printed inside from coupons to ads. They’re really very effective,” says Tim Zahler, president of Hytec.

The new packaging is very attractively created in 4-color process; distinctively displaying the new Hytec logo with the famous DeBartolo name in addition to the TS16949 certification seal.

DeBartolo in Brief: The entrepreneurial spirit of DeBartolo never stops evolving. Seeing the potential in others has always been a recognized strength of the company. Thus *DeBartolo Holdings, LLC* was formed to optimize the portfolio of *DeBartolo* affiliate companies, property development and equity interests. The activities consist of investments in equity securities as well as short and medium term loans for expansion financing, acquisitions, leveraged or management buyouts and recapitalization of promising North American companies.

The DeBartolo portfolio of affiliate companies today includes: *DeBartolo Development, LLC*, a nationwide commercial real estate and residential development company, *Hytec Automotive*, one of the world’s foremost suppliers of new water pumps for automobiles and trucks, headquartered in Columbus, Ohio; *Famous Famiglia* an award winning, national retail pizza company, founded and based in New York City, *Ed & Eddie’s Ice Cream* a walk-up sundry store in Tampa, Fla. and the most recent affiliate *DeBartolo Sports and Entertainment, LLC*, a leading sports and entertainment travel company which provides its’ customers with the ultimate travel experience at the world’s leading sporting events.

For more information on the DeBartolo portfolio of companies please visit www.thedebartologroup.com or call the Tampa corporate headquarters at 813.908.8400.

About Hytec: Hytec Automotive is one of the world's foremost suppliers of new water pumps for automobiles, light and heavy-duty trucks, marine, high performance and industrial applications. An



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engineering-based company, Hytec designs, manufactures, packages and delivers assembled water pumps that are ISO, QS and OEM certified, ensuring first-rate performance, look and fit. For more information, please visit www.hytecauto.com.

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