

**FOR IMMEDIATE RELEASE:**

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**Behnke Lubricants Inc./JAX has changed their name to JAX INC.**

Menomonee Falls, Wis. (March 2, 2009) – Behnke Lubricants Inc., a Wisconsin-based manufacturer of industrial lubricants, is pleased to announce that they've changed their name to JAX INC. The name change is effective immediately.

“We felt that it was the right time” says Eric Peter, JAX INC. president. “As the strength of our JAX brand grew, it became synonymous with our company name. Although the corporate name ‘Behnke Lubricants’ has served us well for over 50 years, we felt that changing the corporate name to JAX INC. will minimize confusion among our customers and allow us to focus all our marketing efforts on building the JAX name.”

“Additionally, our goal is to build the JAX brand worldwide as we continue to roll out new products and expand our distribution into new countries,” says Peter.

**About JAX INC.**

JAX INC. is a manufacturer of high-technology industrial, synthetic and food-grade lubricants. Founded in 1955, JAX INC. produces conventional and extreme-performance synthetic lubricants for food processing and numerous other industry segments. JAX INC. lubrication products are distributed worldwide. JAX INC., based in Menomonee Falls, Wis., is also home to Pressure-Lube Inc. and XACT Fluid Solutions. For more information, visit [www.jax.com](http://www.jax.com).