



**FOR IMMEDIATE RELEASE**

**DALMAD Holdings Inc. announces acquisition of  
Portage Chrysler Dodge Jeep.**

**July 18, 2008 – Winnipeg, Manitoba** – DALMAD Holdings Inc., parent company of The NEW Pembina Chrysler in Winnipeg, has announced today the expansion of its presence in Manitoba's retail automotive market with the acquisition of Portage Chrysler Dodge Jeep, in Portage La Prairie, Manitoba. This is the third automotive retail acquisition for DALMAD Holdings Inc. since June 2006.

"We are thrilled to be able to solidify our presence in central and southern Manitoba in the automotive market," said Bernie Clement, DALMAD's president and chief executive officer. "This dealership has successfully represented the Chrysler brand for many years and we intend to continue to build on that success," added Clement. The acquisition fits well into DALMAD'S business model of purchasing well managed, long-term family owned dealerships.

"I am very pleased to have Bernie Clement as the new owner of Portage Chrysler and have full confidence in his ability to provide continued growth to the Chrysler franchise and to provide outstanding service to our customers", stated Dennis Thompson, whose grandfather and father started Portage Chrysler in 1941.

Kevin Dodge has been appointed as dealer principal and general manager. "Kevin is an excellent manager who will bring renewed leadership and direction in his new endeavor," said Bernie Clement. "He has done an exceptional job elevating the operational performance of Pembina Valley Chrysler in the short time he was in Morden," added Clement.

"My family and I are looking forward to the move to Portage la Prairie and getting to know the community," said Dodge.

### **About DALMAD Holdings Inc.**

DALMAD Holdings Inc. is a private company with interests in the operation of franchised retail automotive dealerships operating under the leadership of former vice-president of Chrysler Canada, Mr. Bernie Clement. The company acquired its first dealership, The NEW Pembina Chrysler, in June of 2006, and has since added Pembina Valley Chrysler Dodge Jeep in Morden, Manitoba in April of 2007. The NEW Pembina Chrysler is one of the fastest growing Chrysler Dodge Jeep dealerships in Western Canada consistently ranking as one of the top parts volume dealers in all of Canada. It was recently awarded the 2008 Consumers' Choice Award by Leger Marketing, the only Winnipeg Chrysler dealership to earn this designation for customer satisfaction and overall business excellence. The company has very experienced management including its most recent hire, former Chrysler Canada executive Gordon Lawrie, who joined as director of strategic planning.

#### **For further information contact:**

Brenda Hewey  
*Executive Assistant – President & CEO*  
Tel.: (204) 330-1784  
Email: [bhewey@peminachrysler.com](mailto:bhewey@peminachrysler.com)