



FOR IMMEDIATE RELEASE
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**TCI ANNOUNCES GRAND OPENING OF NEW LOCATION IN PANAMA CITY
BEACH, FLORIDA.**

Panama City Beach, FL – October 1, 2006 - TCI, Tire Center #470, 7512

Holley Circle Panama City Beach FL- 32408 – TCI Commercial Tire Division enhances its ability to service Florida customers with the opening of its new Panama City Beach, FL location.

The center will be managed by Michael Born, who has been with TCI since May 2006. Mr. Born comes to TCI from Pilot Travel Centers where he served as general manager for 6 years at two locations; Pioneer Valley, TN and Raccoon Valley, TN.

Mr. Born will be supported by Service Manager, Sam Shaw. Mr. Shaw has been in the tire industry for over twenty years and will serve as the Service Manager for the Panama City Beach location.

Services provided by TCI's new Florida location will include: Commercial and OTR repair, casing management, wheel refurbishment, emergency road service, fleet inspections, 24/7 online account access as well as passenger and light truck

tire service. TCI location, Panama City Beach service area will reach from Pensacola, FL to Dothan, AL.

Commercial tire brands offered at this location will include, Michelin, MRT, Superior, Sumitomo, Yokohama and BFGoodrich.

According to Charlie Hudgins, Regional Director for the Southern Atlantic region, “With the opening of the Panama City Beach location, our Florida service capabilities will be enhanced, our emergency road service coverage will be increased providing much needed service to the I-10 corridor.”

Brad Snyder, Sr. Vice president of TCI, Tire Centers Duncan said, “We are pleased to be opening this location, which fits nicely into our continued growth plans. The location, our C3 offerings, and focus on service should allow this center to reach a new customer base for TCI.”

Headquartered in Duncan, SC, TCI is a wholly owned subsidiary of Michelin North America, Inc., specializing in Commercial truck tire sales and service solutions as well as wholesale distribution of passenger and light truck tires. TCI supports its truck and earthmover customers from its 100 plus commercial locations with a fleet of 600 service equipped service vehicles. The company also operates 15 state-of-the-art Michelin Retread Technologies® (MRT) plants. TCI employs over 2400 in over 35 states. Visit TCI online at **www.tirecenters.com**