



News & Information

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New GetANCO.mobi Online Wiper Blade Catalog Offers Convenient, Detailed Product Information to Smart-Phone Users

Southfield, Michigan, August 4, 2010...Federal-Mogul Corporation (NASDAQ: FDML) has introduced a convenient online catalog, available at www.GetANCO.mobi, that enables users of smart phones, iPads and other mobile electronic devices to quickly and easily identify the right ANCO® wiper blades for their vehicles. ANCO wipers, “The Clearest Choice in Wiper Blades™”, are available through thousands of automotive parts stores and other retail locations across the U.S. and Canada.

The new Web-based catalog was designed specifically for use with the most popular smart-phone browsers, including the Safari browser used on most iPhones and iPads, Windows Explorer for Windows Mobile-equipped phones, the Blackberry browser, the Chrome browser used on many Android phones, and the third-party Opera browser.

“We have worked very hard to communicate the critical safety and performance benefits of replacing worn wiper blades. Now we’re complementing these efforts with a variety of innovative tools, including the GetANCO.mobi Web site, to help make the buying experience as fast and convenient as possible,” said Mark Boyle, global marketing manager, visibility products, Federal-Mogul.

The interactive site enables users to quickly review the features and benefits of each ANCO wiper design and find the replacement that is right for them. Products featured on the GetANCO.mobi site are ANCO Contour™ premium profile-style wipers, aerodynamically styled AeroVantage® bridge-style wipers, standard ANCO 31-Series blades, ANCO Winter Blades™ and the all-new line of ANCO Rear Blades™.

For more information regarding ANCO wipers, please contact your ANCO installer or parts provider or visit www.GetANCO.mobi. A comprehensive electronic catalog covering all Federal-Mogul replacement products is available at www.fme-cat.com.

About Federal-Mogul

Federal-Mogul Corporation is a leading global supplier of powertrain, chassis and safety technologies, serving the world's foremost original equipment manufacturers of automotive, light commercial, heavy-duty, agricultural, marine, rail, off-road and industrial vehicles, as well as the worldwide aftermarket. The company's leading technology and innovation, lean manufacturing expertise, as well as marketing and distribution deliver world-class products, brands and services with quality excellence at a competitive cost. Federal-Mogul is focused on its sustainable global profitable growth strategy, creating value and satisfaction for its customers, shareholders and employees. Federal-Mogul was founded in Detroit in 1899. The company is headquartered in Southfield, Michigan, and employs 43,000 people in 34 countries. Visit the company's Web site at www.federalmogul.com.

Federal-Mogul's aftermarket products are sold under a variety of brands, including but not limited to, AE[®] engine products, ANCO[®] wipers, Champion[®] spark plugs and wipers, Fel-Pro[®] gaskets, Ferodo[®] brake pads, Glyco[®] bearings, Goetze[®] piston rings, MOOG[®] chassis products, National[®] wheel-end components, Nüral[®] pistons, Payen[®] gaskets, Sealed Power[®] engine products and Wagner[®] brake and lighting products. Visit the company's Web site at www.federalmogul.com.

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