



THE MWW GROUP  
Strategic Communications Counsel

FAX TRANSMISSION

DATE:

June 10, 1999

TO:

Jay Dunn

COMPANY:

FROM:

Fran Wakem

NUMBER OF PAGES TO FOLLOW:

4

RE:

COMMENTS:

JUN 10 1999 08:01 FR PEP BOYS INVESTOR REL215 223 5267 TO 12022964507

P.01/03



Frederick A. Stampone  
Senior Vice President  
Chief Administrative Officer and Secretary

TELECOPY

TO: FRAN WAKEM , MWW GROUP

FROM: FRED STAMPONE, PEP BOYS

# PAGES — 3

ATTACHED PLEASE FIND MY LETTER  
TO JAY DUNN, AS PER YOUR REQUEST.  
PLEASE CALL IF YOU HAVE ANY QUESTIONS  
OR COMMENTS .

THANKS,

Fred

(202) 296-4507

JUN 10 1999 08:01 FR PEP BOYS INVESTOR REL215 223 5267 TO 12022964507

P.02/03



Frederick A. Stampone  
 Senior Vice President  
 Chief Administrative Officer and Secretary

x 296-6222

x 215-430-09563

Mr. Jay Dunn  
 Deputy Director, Office of Business Liaison  
 The White House  
 Washington D.C.

Dear Mr. Dunn,

Thank you for your insights this morning regarding the President's proposed *New Markets* initiative. Pep Boys welcomes the opportunity to discuss how it might participate in this unique and exciting program.

Pep Boys is unique in the automotive industry as it is the only national company that serves the entire car and light truck aftermarket. Our *Supercenter* concept offers the broadest capabilities in the industry to most all automotive consumers and, in particular, caters to the cost conscious do-it-yourselfer with high-quality parts and accessories discounted at everyday low prices.

As I outlined during our phone conversation, Pep Boys grew very rapidly during the last ten years and now enjoys a presence in 38 states and Puerto Rico with 646 stores. Many of these stores are located in urban trade areas in the largest cities in America, including New York, Philadelphia, Los Angeles, Chicago and Detroit. For years, a good deal of our development involved the acquisition of under-utilized real estate, e.g. small, outmoded supermarkets, car dealers or other vacant parcels for conversion to state-of-the-art automotive destinations designed to meet the needs of cash-starved do-it-yourselfers in under-served markets.

In particular, we are excited by our entry into New York city where we have recently opened five new *Supercenters* in Queens and Staten Island, intend to open a sixth unit on 4<sup>th</sup> Avenue in Brooklyn on July 6 and are under construction with a seventh unit on East Tremont Street in the Bronx that will open this fall. Our Chairman and CEO, Mitch Leibovitz, would be interested in participating with the President and members of Congress during the week of July 6 and sharing his vision regarding the potential of these untapped markets.

City of Los Angeles Urban League - willing to work

3111 West Allegheny Avenue • Philadelphia, PA 19132  
 (215) 430-9563 • Fax (215) 223-5267

W. Stampone  
 J. Stampone

JUN 10 1999 08:01 FR PEP BOYS INVESTOR REL215 223 5267 TO 12022964507

P.03/03

Mr. Jay Dunn  
June 9, 1999  
Page Two

I would appreciate the opportunity to discuss with you or Lisa Green the details of this tour at your convenience. I can be reached at 215-430-9563 and my assistant, Cathy Inglesby, will be happy to set up a meeting or convenient time to talk. Thank you for your interest in Pep Boys.

Sincerely,



cc: Fran Wakem, MWW Group