



For Immediate Release
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Cloister Wash & Lube announces “Best of the Web” Award Win Car wash cleans up in “Best Use of Technology” category

Ephrata, PA (August 13, 2009) -- Recognized for their quality, functional and productive web site, www.CloisterCarWash.com, Cloister Wash & Lube has won Central Penn Business Journal’s Best of the Web Award in the “Best Use of Technology” category.

An independent panel of judges evaluated qualifying, nominated companies, and 45 top-ranking finalists in 15 categories were selected. Finalists were honored and the winners announced at the awards luncheon held in conjunction with the Internet Summit on July 27, 2009, at the Radisson Penn Harris Hotel and Convention Center in Camp Hill, PA..

Cloister Wash & Lube Director of Marketing Darin Viergutz accepted the award for the Ephrata-based car wash firm. “Cloister strives to provide the same experience on-line for website visitors that we provide to our customers at our locations,” says Viergutz. “Our goal is to provide customers a “feel-good” experience through trust and value.”

Viergutz credits the web site’s simple navigation and real-time customer contact capabilities for its success.

“Customers can quickly find and print money-saving coupons, investigate our services and sign-up for our fundraising program,” continues Viergutz. “Visitors can also sign on to receive e-mails for coupons and upcoming news and events.”

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Cloister Wash & Lube announces “Best of the Web” win, continued.

“A prospective customer has an opportunity to fully engage Cloister prior to driving to any location,” states Viergutz, “via a website that functions through a friendly layout with a quick response time.”

Cloister Wash & Lube has four locations in Ephrata, Lancaster, York and Sinking Spring, PA and provides a variety of services including car washes, oil change and lube services, Pennsylvania state inspection and emission tests, express waxing, and self-service motorcycle and pet washes. Cloister has assisted over 3,000 community organizations earn more than \$3,000,000 through its Helping Hands Fundraising Program.

A special online supplement with event photos, winner profiles, and Internet Summit recaps can be found at www.centralpennbusiness.com/CPBJweb.