

**FOR IMMEDIATE RELEASE**  
**May 11, 2011**

**CONTACT: Andrea O'Donnell**  
**248/827-8446**  
**aodonnell@doner.com**  
**<http://webmail.donerus.com>**

**AUTOZONE NAMES DONER AS**  
**CREATIVE AGENCY OF RECORD**  
*Win Builds On the Momentum Of*  
*Several Additional Recent Wins for the Agency*

**(Southfield, Mich.)** – AutoZone, Inc. (NYSE:AZO), the nation's leading auto parts retailer and a leading distributor of automotive replacement parts and accessories, has named Doner as its creative agency of record. The announcement was made today by Lisa Kranc, senior VP, marketing, AutoZone. The win follows an extensive review handled by Linderman Media Group, a consultancy in Vernon Hills, Ill.

“Doner brought us an expansive POV for the brand, one that honors where we've been and blazes a trail for the future,” said Kranc. “Their unique take on how to support our retail and commercial businesses was smart, innovative and will help take us to the next level.”

“Everyone who knows AutoZone thinks the world of them, from retail experts and DIY'ers, to professional shops and devout gearheads,” said David DeMuth, co-CEO, president, Doner. “We're no exception and are thrilled to be a partner in building their business and brand.”

“It's exciting creatively because there's a ton of richness to the AutoZone brand, both on the retail side and in their fast-growing B2B enterprise. And, we'll have the chance to activate it in so many different ways,” said Rob Strasberg, co-CEO, chief creative officer, Doner. “Plus, this pitch was a great acid test of the new Ecosystem model we've established in our creative department.”

Doner's creative department has recently been restructured into three "Eco's" or Ecosystems that are each populated by creative staff capable of generating and producing ideas on all levels of modern communication and social activity. This new restructuring enables integrated thinking and gives the agency the ability to immediately respond to clients' needs.

### **About AutoZone**

As of February 12, 2011, AutoZone sells auto and light truck parts, chemicals and accessories, through 4,425 AutoZone stores in 48 U.S. states plus the District of Columbia and Puerto Rico and 249 stores in Mexico.

AutoZone is the leading retailer and a leading distributor of automotive replacement parts and accessories in the United States. Each store carries an extensive product line for cars, sport utility vehicles, vans and light trucks, including new and remanufactured automotive hard parts, maintenance items, accessories, and non-automotive products. Many stores also have a commercial sales program that provides prompt delivery of parts and other products to local, regional and national repair garages, dealers, and service stations. AutoZone also sells the ALLDATA brand diagnostic and repair software. On the web AutoZone sells auto and light truck parts through [www.autozone.com](http://www.autozone.com), and as part of their commercial sales program, through [www.autozonepro.com](http://www.autozonepro.com).

AutoZone does not derive revenue from automotive repair or installation.

### **About Doner**

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at [www.doner.com](http://www.doner.com).