



News & Information

FOR IMMEDIATE RELEASE

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**Federal-Mogul Launching Year-Long Multi-Brand Campaign to
Drive Demand for Premium Repair Solutions**

**Innovative 'Smart Choice™' Trade and Consumer Campaign to Emphasize Value
Of Longer Lasting, Better Performing Replacement Parts**

Southfield, Michigan, February 11, 2010...Federal-Mogul Corporation (NASDAQ: FDML) is launching an extensive, fully-integrated campaign designed to reinforce the message that longer lasting, better performing premium replacement products are today's best option for professionals and do-it-yourselfers performing virtually any common automotive repair.

The innovative Federal-Mogul Smart Choice™ campaign, which will begin in late February and extend throughout 2010, has been developed in response to extensive consumer research showing that in spite of economic worries, today's vehicle owners prefer replacement products that: 1) are specifically engineered for their vehicles; 2) help improve vehicle performance; 3) help extend their vehicles' service life; and 4) provide a safer, more reliable vehicle.

The campaign will receive extensive advertising and editorial support through print and electronic media across North America and will be reinforced through in-store point-of-sale materials and a new campaign website to promote products and announce campaign news and updates. In addition, attractive cash incentives will be offered to consumers who choose to maintain or repair their vehicles with premium products available through Federal-Mogul.

Federal-Mogul's leading brands featured in the promotion cover all major powertrain and vehicle system repair categories and include: ANCO® wipers, Champion® spark plugs, Wagner® ThermoQuiet® brake pads and shoes, and Wagner lighting products.

Federal-Mogul is a leading supplier to original equipment manufacturers around the world, with products on more than 250 global vehicle platforms and 700 powertrains. The company's original equipment leading technology and innovation, global manufacturing presence, extensive engineering capabilities and strong financial position lead to superior products, services and long-term support for the aftermarket.

"Now more than ever, consumers are looking for the smart choice when it comes to keeping their vehicles on the road. Recent research confirms that today's vehicle owners increasingly plan to keep their cars longer and drive more miles before considering a replacement vehicle," said Jay Burkhart, Senior Vice-President, Global Aftermarket for Federal-Mogul. "Our research has also shown that vehicle owners strongly prefer premium repair solutions when they are available in conjunction with special offers. This aggressive new campaign will help connect consumers with parts providers and service shops that offer Federal-Mogul's premium brands and products."

For additional information regarding the Federal-Mogul Smart Choice program, please contact your Federal-Mogul supplier or write to: **Smart Choice, Federal-Mogul Corporation, 26555 Northwestern Highway, Southfield, MI 48033**. Service providers may contact their Federal-Mogul sales representative for Smart Choice promotion details.

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 nearly 39,000 people in 36 countries.

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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