



AutoZone Names Sponge First-Ever Agency of Record

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MEMPHIS, Tenn., June 25, 2008 (PRIME NEWSWIRE) -- AutoZone, Inc. (NYSE:AZO) announced today that it has awarded advertising agency, Sponge, the title of Agency of Record. The assignment will include television, radio and interactive media and is the first such relationship for AutoZone in its nearly 30-year history.

We interviewed and evaluated some of the top agencies in the country, said Lisa Kranc, AutoZone's Senior Vice President of Marketing. Sponge's team really stood out for their understanding of our brand, our customers and our AutoZoners.

Paul Brouman, a veteran of agency stalwart DDB, founded Sponge in January 2007 with the philosophy that the current marketplace required a more nimble agency. For us, this is a validation of our model, which is designed to be more adaptive to the changing needs of brands in real-time, said Brouman. Sponge is about customization. We don't just draft who's available, we hand-pick a team who can service the business over the long haul. With that experience and chemistry, we are able to confidently challenge conventional thinking and bring ground-breaking ideas to market.

In addition to developing advertising for AutoZone's 4,000-plus stores around the country, Sponge will also handle the company's industry-leading Duralast brand.

About AutoZone:

As of May 3, 2008, AutoZone sells auto and light truck parts, chemicals and accessories through 4,032 AutoZone stores in 48 states, the District of Columbia and Puerto Rico in the U.S. and 130 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 commercial credit and 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 diagnostic and repair information, and auto and light truck parts through www.autozone.com. AutoZone does not derive revenue from automotive repair or installation.

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