



JASON INCORPORATED APPOINTS DAVID C. WESTGATE PRESIDENT AND CEO

October 25, 2004

Jason Incorporated announced today the appointment of David C. Westgate as President and Chief Executive Officer of the diversified Milwaukee manufacturing company. The appointment is part of an orderly management transition from company founders Vincent L. Martin and Mark Train. Effective with Westgate's appointment, Martin is retiring as Chairman of the Board and Train is moving from President and CEO to Chairman.

Westgate joins Jason from Rieter Automotive America Corporation in Farmington Hills , Michigan , where he has served since 2001 as President and CEO. Rieter is a leading global supplier of noise and thermal insulation systems as well as interior trim for the automotive industry. Prior to his experience with Rieter, Westgate had executive and management positions with Inergy Automotive and Rockwell International. His educational background includes a Masters in Business Administration from the University of Notre Dame. Westgate will be moving with his wife and two sons from the Detroit area to Milwaukee .

Jason Incorporated was founded in 1985 by Martin and Train to purchase three businesses from AMCA International. The company sold a portion of its shares in an initial public offering in 1987 and was traded on the NASDAQ market. In 2000 Martin, Train and others in management, in conjunction with Saw Mill Capital, a private equity firm in New York , repurchased the shares of the company from the public, returning Jason to private ownership.

Jason includes five operating units: Janesville-Sackner Group, the world's largest manufacturer of nonwoven insulation products for the automotive industry; Milsco Manufacturing, a Milwaukee-based manufacturer of seating products for motorcycles, lawn and garden equipment, construction and agricultural equipment and the marine industry; Jason Brush Group, the world's largest manufacturer of industrial brushes; JacksonLea, the largest U.S. manufacturer of industrial buffing wheels and buffing compounds; and Jason Components Group, a leading supplier of metal-formed components. Jason has 40 operating locations in the United States and 12 foreign countries. Sales have grown from \$70 million in its first year of operation to over \$500 million in 2004.

For further information, contact: Mark Train, (414) 277-9300