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TRICO TRANSITIONS RECENTLY ACQUIRED PREDICT BRAND

Pewaukee, Wis. – October 15, 2010 - Trico Corporation has begun to transition its recently acquired company, Predict Inc., to operate solely under the Trico name. Predict will now do business as Trico, according to Trico's President Nick Kroll.

Since its acquisition in 2008, Predict has been a parallel part of Trico's total lubrication management services offering. The existing facility, located in Cleveland, Ohio, enables Trico to conduct oil analysis and condition monitoring services including Ferrography, and wear debris.

"We're changing the name, not the way we do business," said Mr. Kroll. "Our customers can still expect to receive the same level of quality, products, and services as before."

"Our goal with the name transition was to create a more unified company approach – one company with a broad spectrum of products and services," noted Trico's Chief Executive Officer Robert Jung.

Trico plans to phase out the Predict name by the end of the year. All service offerings and products will reside under the Trico name.

Trico Corporation is a leader in total lubrication management services and products that focus on increasing industrial asset performance and reliability. The company offers assessments for lubrication management programs, equipment audits, training, and a complete line of high-performance lubrication products. Trico's mission is to build industrial lubrication customers for life and be the worldwide leader in lubrication management solutions.

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