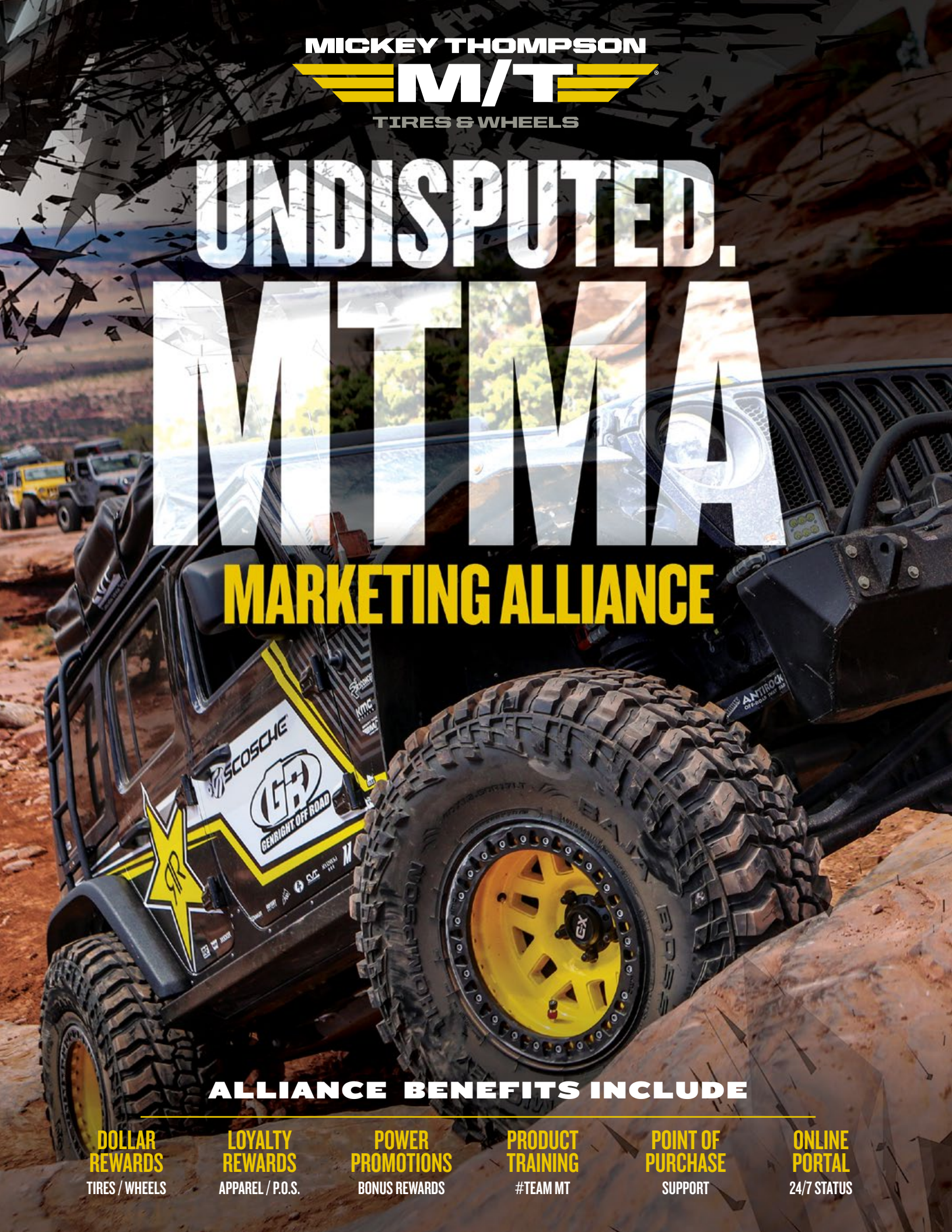
MICKEY THOMPSON
M/T
TIRES & WHEELS
UNDISPUTED.
MTMA
MARKETING ALLIANCE
ALLIANCE BENEFITS INCLUDE
DOLLAR REWARDS
TIRES / WHEELS
LOYALTY REWARDS
APPAREL / P.O.S.
POWER PROMOTIONS
BONUS REWARDS
PRODUCT TRAINING
#TEAM MT
POINT OF PURCHASE
SUPPORT
ONLINE PORTAL
24/7 STATUS

DOLLAR REWARD$

LUCRATIVE REWARDS FOR EACH MICKEY THOMPSON TIRE OR WHEEL PURCHASED.

MTMA Reward Card

TIER 1
$2.50 per unit
based on 32 units per qtr.

TIER 2
$5.00 per unit
based on 100 units per qtr.

TIER 3
$7.50 per unit
based on 200 units per qtr.

LOYALTY REWARDS

EARN AN ADDITIONAL 1 POINT FOR EVERY UNIT FOR APPAREL/P.O.P. MATERIALS/DISPLAYS/CO-OP ADVERTISING.

POWER PROMOTIONS

EARN BONUS REWARD Power Promotions.
NEW offer will be emailed to you quarterly. These PROMOS can equal DOUBLE or TRIPLE rewards or FREE products!

PRODUCT TRAINING

We offer training for you and your employees to help sell M/T Products.
"UNCOMPROMISED CONSTRUCTION" & "UNDISPUTED PERFORMANCE"

FREE T Shirt or Hat with COMPLETED TRAINING
www.mickeythompsontires.com/training

SIGN UP TODAY AT

USA - MTMAPROGRAM.COM
CANADA - MTMAPROGRAM.CA

FREE P.O.P. MATERIALS

See below for Starter Pack and Bonus Pack (Tier 1) items.

STARTER PACK

NO PURCHASE NECESSARY!

STICKERS

SOLD HERE DECAL

CATALOGS

POCKET GUIDES

12"X24" ALUMINUM SIGN & 3'X8' SHOP BANNER

BONUS PACK

TIER 1 - BONUS ITEMS

TIRE STAND

SHOWROOM POSTER HOLDER
- Includes 3 double-sided posters / 17"x22"

COUNTER POCKET GUIDE HOLDER
- 8.75" wide x 12.75" Tall

TIRE FLOOR STAND DISPLAY
INCLUDES:
- Poster Board, Tire Insert, Tire Stand & FREE Tire

HOW IT WORKS

MICKEY THOMPSON MARKETING ALLIANCE PROGRAM RULES & CONDITIONS

Mickey Thompson has created a special program, called the Mickey Thompson Marketing Alliance Program (MTMA), to support our warehouse distributors (WD) and our new marketing alliance partners. The MTMA program is designed to provide members with marketing assistance along with reward dollars. The MTMA partners will receive reward dollars by simply purchasing select Mickey Thompson or Dick Cepek tires and wheels through their warehouse distributors and promoting them in their retail store.

PROCESS

1. As a retailer, you sign up for the MTMA with one approved Primary Warehouse Distributor of your choice. Once approved you will be able to add up to three approved Secondary Warehouse Distributors through your portal.

2. Enroll online at www.mtmaprogram.com or www.mtmaprogram.ca for Canadian dealers.

3. Once approved, an email from the MTMA Portal Team will be sent with instructions to log into your MTMA Portal. Payment details need to be finalized at this time. You will also receive a Starter POP kit.

4. Your status will be reviewed after 90 days from enrollment. If 32 qualifying units are purchased during this time, your Bonus POP Kit will be sent. This includes unique displays as well as a tire display for your showroom. If not, your status will be reviewed again at the end of the quarter. This is not a guarantee of payment.

Your reward earnings will be based on your quarterly purchases. Your tire and wheel purchases will be tracked by your Warehouse Distributors, so there is nothing else you need to do except sell! Here's how the rewards are calculated:

- **TIER 1** members will receive a $2.50 per unit reward based on a minimum of 32 units per quarter.
- **TIER 2** members will receive a $5.00 per unit reward based on a minimum of 100 units per quarter.
- **TIER 3** members will receive a $7.50 per unit reward based on a minimum of 200 units per quarter.

NOTE: Tier 1 must be reached before any payouts are issued, regardless of any qualifying power promotion invoices.

All new members will be sent a Starter POP kit upon approval to the program. New members will be placed on a probationary status. To qualify for your Bonus POP kit, you must purchase 32 units within 90 days from enrollment. Once units are confirmed, you will receive your Bonus POP kit which includes unique displays as well as a single tire display for your showroom. Reaching 32 units within 90 days is not a guarantee of payment. Rewards are only calculated based on quarterly purchases. Your probationary status will only be reviewed at the end of each quarter as defined by Mickey Thompson Tires. Once rewards are achieved, your probationary status will be removed.

Reward earnings will be issued on a quarterly basis after WD purchase verification is received. The reward earnings will be issued based on the tier level achieved by the member. If the minimum units for achievement are not met, no earnings will be issued for that quarter. To maximize your reward earnings, don't forget to participate in the"Power Promotions",offered exclusively to Mickey Thompson Marketing Alliance Members.

Rewards are paid quarterly. Rewards earned will be issued within two months after the quarter has ended. Example: Rewards earned in the first quarter (January-March) will be issued in May. All return to stock credits will be deducted from your tier level prior to calculating rewards. All rewards processes are handled thru the MTMA portal team. Changes or updates will be directed to them by calling 833-237-5108 or by email at MTMAprogram@360incentives.com

SIGN UP TODAY AT

USA - MTMAPROGRAM.COM
CANADA - MTMAPROGRAM.CA

Only Mickey Thompson offers its members "Loyalty Reward Points". As long as you remain a member, in good standing, all units that are purchased will earn I point towards your Loyalty Rewards account. Loyalty Reward Points have no cash value but are designed to be used to get specialized Mickey Thompson P.O.P. items for your showroom or apparel for your staff. All Loyalty Reward Points will be calculated from time of sign up with an expiration of 24months of no activity. Contact the MTMA manager for redemption.

You have the right to select the primary and secondary WD of your choice on the Mickey Thompson Marketing Alliance Program. You also have the option to change your WD choices once during the calendar year. All request will be handled thru your MTMA Portal by visiting www.MTMAProgram.com. Requests will be handled within 3-5 business days.

If your Primary or Secondary WDs does not have the item in stock, you may purchase from another Mickey Thompson WD and receive credit towards your units purchased requirement. You must provide proof of purchase from the non-designated distributor by submitting a copy of the original invoice. The invoice must include the non-designated WD's name and details of the units purchased. These invoices must be submitted by the close of the current quarter in order to receive payment for your purchases. These units will go towards your quarterly attainment and WILL qualify for any promotions going on during this time.

The spirit of the MTMA is "Growth". Mickey Thompson expects MTMA Members to maintain or exceed their tier level year after year and to capture future M/T business by supporting warranty claims, more details below.

Qualifying members of the program should focus on local retail business, not just internet sales, and cannot be direct customer of M/T. We reserve the right to limit membership to those businesses that meet the spirit of the program by our definition.

WARRANTIES

If the dealer which originally sold the tire is no longer available or can no longer offer the service, MTMA members are encouraged to support the warranty claims of any consumer regardless of purchase origination. For warranty exclusions, please refer to the complete "Mickey Thompson Passenger and Light Truck Tire Limited Warranty" by visiting www.mickeythompsontires.com or contact Mickey Thompson's technical support department at 800-222-9092.

MAP PRICING POLICY INFO

Mickey Thompson Tires & Wheels ("Mickey Thompson") has implemented a U.S. Minimum Advertised Price Policy ("MAP Policy") that prohibits Retailers from offering all Products covered by the MAP Policy at a net adjusted price less than the minimum advertised price established by Mickey Thompson. In addition, the MAP Policy bans other conduct, such as certain advertising and marketing practices.

All infractions will result in the penalties described in the MAP Policy. A complete list of penalties and obligations are detailed in the MAP Policy which can be accessed electronically at mickeythompson.channelsync.com.

Mickey Thompson requests that all Retailers visit the mickeythompson.channelsync.com website and create an account. This will provide you access to the MAP Policy, the covered Products, the current permitted advertised pricing, as well as all periodic updates to these documents. In order to avoid infractions, it is each Retailer's responsibility to review the MAP Policy and bring their entity and all downstream partners into compliance. Please note that the same act(s) or failure(s) to act may result in multiple violations if not timely cured. If any payments are scheduled to be earned, they will be placed on a temporary hold until MAP violations have been corrected and your status is placed back in good standing. Only the MAP Policy Administrator can determine if your status has been moved back to good standings.

If you have any questions, please put them in writing and direct them to the MAP Policy Administrator at mapadmin@mickeythompsontires.com. Mickey Thompson alone is responsible for enforcing the MAP Policy and will do so unilaterally. Mickey Thompson's designated MAP Policy Manager is the only person authorized by Mickey Thompson to communicate MAP Policy updates, changes, or decisions. No other Mickey Thompson representative or agent is authorized to confirm compliance with or amend the MAP Policy. Mickey Thompson will not communicate with any Retailer regarding another Retailer's advertising practices.

Mickey Thompson reserves the right to amend or terminate this program by providing 30 days written notice. MTMA members reserve the right to terminate this program by providing 30 days written notice.

If you have any questions about the MTMA Program contact the MTMA Manager at (800) 222-9092 Extension 3720.

MTMA F.A.Q.s

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USA - MTMAPROGRAM.COM
CANADA - MTMAPROGRAM.CA

Q. DOES EACH STORE HAVE TO QUALIFY FOR THE TIER LEVEL OR IS IT BY THE COMPANY'S OVERALL PURCHASES?
A. NO, THE ATTAINMENT IS BASED ON THE COMPANY'S OVERALL PURCHASES.

Q. IF ONE OF THE WAREHOUSES DOESN'T HAVE THE PRODUCT AND I HAVE TO GET IT FROM ANOTHER WAREHOUSE, WILL I STILL GET CREDIT FOR THE PURCHASE?
A. YES, BUT YOU MUST SUBMIT A QUALIFYING INVOICES WITH THE APPROPRIATE DETAILS.

Q. DO I NEED TO REPORT ALL MY QUARTERLY PURCHASES FROM MY WD?
A. ONLY THOSE THAT QUALIFY FOR THE POWER PROMOTION OR NON DESIGNATED PURCHASES NEED TO BE REPORTED.

Q. CAN I CHANGE MY PRIMARY OR SECONDARY WD SUPPLIERS?
A. YES, THIS CAN ONLY BE DONE ONCE PER YEAR AND WILL GO INTO EFFECT WITHIN 30 DAYS.
VISIT THE MTMA PORTAL TO REQUEST ANY CHANGES. WWW.MTMAPROGRAM.COM

Q. ARE THERE ANY CO-OP FUNDS AVAILABLE TO MTMA MEMBERS FOR ADVERTISING?
A. NO, NOT AS PART OF THE PROGRAM BUT THERE MIGHT BE OTHER TOOLS AVAILABLE SUCH AS LOYALTY REWARD POINTS.

Q. CAN I REDEEM LOYALTY REWARD POINTS FOR REWARDS DOLLARS?
A. NO, LOYALTY REWARD POINTS ARE USED FOR SPECIALTY P.O.P. ITEMS FOR YOUR SHOWROOM, APPAREL, AND CO-OP ADVERTISING.

Q. DO MY LOYALTY REWARD POINTS EXPIRE?
A. YES, LOYALTY REWARD POINTS WILL EXPIRE AFTER 24 MONTHS FROM EARNED QUARTER.

Q. DO I HAVE TO SIGN A YEARLY AGREEMENT TO BE ON THE MTMA PROGRAM?
A. IF YOU MAINTAIN YOUR QUARTERLY NUMBER, YOU WILL AUTOMATICALLY BE RENEWED.
IF YOU CANNOT MAINTAIN YOUR QUARTERLY NUMBER, YOU MAY BE ASKED TO RE-SIGN FOR THE FOLLOWING YEAR.

Q. WHERE DO I GET INFORMATION ON MICKEY THOMPSON'S MAP PRICING POLICY?
A. ALL RETAILERS SHOULD VISIT THE MICKEYTHOMPSON.CHANNELSYNC.COM WEBSITE AND CREATE AN ACCOUNT. THIS WILL PROVIDE YOU ACCESS TO THE MAP POLICY, THE COVERED PRODUCTS, THE CURRENT PERMITTED ADVERTISED PRICING, AS WELL AS ALL PERIODIC UPDATES TO THESE DOCUMENTS.

Q. CAN I ENROLL FOR THE PROGRAM ONLINE?
A. YES, JUST VISITWWW.MTMAPROGRAM.COM AND FILL OUT THE NECESSARY INFO. YOU WILL RECEIVE AN EMAIL FROM THE MTMA PORTAL TEAM TO FINISH SETTING UP YOUR PAYMENT DETAILS WITHIN 3-5 BUSINESS DAYS.

Q. IS THERE A WAY TO VIEW MY QUARTERLY STATUS ONLINE?
A. YES, ONCE APPROVED YOU WILL ALSO RECEIVE AN EMAIL WITH YOUR TEMPORARY LOGIN DETAILS TO THE MTMA PORTAL. VISIT WWW.MTMAPROGRAM.COM (OR .CA). YOU WILL BE ABLE TO VIEW YOUR UNITS PURCHASED AND SEE ANY CURRENT PROMOTIONS.

Q. HOW ARE EARNINGS RECEIVED?
A. IN THE US, YOU HAVE THE OPTION OF AN M/T REWARDS CARD OR DIRECT DEPOSIT. IN CANADA, ALL REWARDS ARE PAID VIA DIRECT DEPOSIT ONLY. ALL PAYMENTS ARE HANDLED AND PROCESSED THRU THE MTMA PORTAL TEAM. CHANGES OR UPDATES WILL BE DIRECTED TO THEM BY CALLING 833-237-5108 OR EMAIL MTMAPROGRAM@360INCENTIVES.COM.

If you have any questions about the MTMA Program contact the MTMA Manager at (800) 222-9092 Extension 3720.

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For More Information Contact MICKEY THOMPSON TIRES & WHEELS
4651 Prosper Drive Stow, OH 44224 | P: 800-222-9092 ext. 3720 F: 951-245-3413 | mtma@mickeythompsontires.com
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