

SUPER BOWL KICK OFF

ENTER FOR A CHANCE TO
WIN A TRIP TO SUPER BOWL XLVII

HUDDLE UP – the ultimate Super Bowl experience is yours for the taking! Superchips, Edge, and Meyer are focused on winning and you have the opportunity of a lifetime. We want to send you to Super Bowl XLVII in New York for three nights! Enjoy a stay in the Big Apple, pre-game hospitality with a full menu and open bar, and then take in the game at MetLife Stadium on February 2, 2014.

We at Superchips, Edge, and Meyer want to reward your hard work and loyalty, so read on to see how you can receive your entries into this exciting promo. Every purchase will entitle you to an entry in a random drawing. The Super Bowl is one of those experiences you will never forget and we want to take you there.

Thanks in advance for your participation and support. Your business is greatly appreciated. Now go get your game face on and sell!

- Program runs July 15th – November 30th, 2013
- Buy 3 tuners on initial order to qualify
(You can mix-n-match Superchips and Edge Products)
- Every tuner purchase thereafter will qualify you for a ticket in a random drawing for a chance to win
- Look for monthly promotions to qualify for more chances to win in a random drawing
- See your Meyer Representative for more details
- End Zone 300 Level Seating

-Drawing will be conducted week of December 2nd, 2013.

-There is no cash value for prize. If winner cannot attend subsequent drawings will be conducted until winner can attend event. Approximate value of promotion \$10,000.



SUPER BOWL PACKAGE TO INCLUDE

SUPER BOWL GAMEDAY HOSPITALITY EXPERIENCE

- Premium NFL On Location Venue
(Open 3 Hours Pregame)
- Full Premium Menu and Top Shelf Open Bar (Pregame)
- NFL Player and Cheerleader Appearances
- Interactive Entertainment Elements and More

AMENITIES

- \$50 Merchandise Coupon
- Exclusive Stadium Collection Game Program Voucher
- Souvenir Super Bowl XLVIII Lanyard with Ticket Sleeve

VIP ACCESS

- Dedicated Security Entrance to the Stadium on Super Bowl Sunday
- Preferred On Location Stadium Parking
(Parking Fees Not Included)

TRAVEL & HOTEL ACCOMMODATIONS

- 3 Night Stay in the Middle of all the Action
- Sheraton New York Times Square
(Sanctioned NFL Hotel for The Week of The Super Bowl)
- Check in January 31, 2014 - Check Out February 3rd
- Live Bands, Events, and More On Site

Superchips

EDGE

meyer
DISTRIBUTING

**Powerteq / Meyer Distributing
Super Bowl XVIII Promotion
Official Contest Rules**

Powerteq has teamed up with Meyer Distributing to offer one lucky customer and a Meyer Distributing sales representative a chance to win a trip to the Super Bowl XLVIII 2013 for supporting, selling and promoting Superchips and Edge Products brands. The contest begins July 15, 2013 and ends on November 30, 2013.

OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE 21 YEARS OF AGE OR OLDER AS OF DATE OF ENTRY. VOID WHERE PROHIBITED.

Promotional Period begins July 15, 2013 at 12:00 a.m. Eastern Time ("ET") and ends November 30, 2013 at 11:59 p.m. ET

Winner: A single winner and their Meyer sales representative will be chosen the week of December 2, 2013 by a random drawing and will be notified immediately.

1.) Grand Prize: Prize includes single Super Bowl Game day ticket with seat located in the End Zone, 300 Level. 4Day/3Night trip for a single winner and a Meyer Distributing sales representative. Single occupancy hotel accommodations at the Sheraton New York – Times Square from 01/31/14 – 2/03/14 (based on availability). Super Bowl Game Day Hospitality Experience includes Premium NFL On Location Venue (open 3 hours pregame), Full Premium Menu & Top Shelf Open Bar (pregame), \$50 Merchandise Coupon, Exclusive Stadium Collection Game Program Voucher, Souvenir Super Bowl XLVIII Lanyard and Ticket Sleeve, Dedicated Security Entrance to Stadium on Super Bowl Sunday, preferred On Location Stadium Parking (parking fees and vehicle rental not included). A \$400 travel allowance (awarded as prepaid credit card to winner only). Winner responsible for booking travel arrangements. If winner lives within 150 mile radius of New York Times Square travel allowance will be forfeited. If winner is unable to travel on dates specified or if unable to participate in any prize related to activity on dates specified by Sponsors, prize will be forfeited and another winner will be chosen, time permitting. Seat selection and timing of trip subject to availability and confirmation of reservations. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, entertainment and transfers, are winner's sole responsibility.

Features of the Grand Prize are the sole discretion of Sponsor and may vary from print advertising. The approximate retail value of the Grand Prize is \$10,000. Any difference between the stated value and the actual value of any prize will not be awarded to winner. Winner acknowledges that except and to the extent that the Sponsor cannot by law exempt itself from responsibility or liability, the Sponsor has neither made nor is in manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize described herein, including, but not limited to, its quality, merchantability, for use. All specifications are hereby disclaimed, and the winner will accept prize "as is". Cash value will not be awarded to winner.

2.) ENTRIES: Will be awarded based on the purchase of specific products during each Session. A minimum of three (3) qualifying Superchips and/or Edge Product programmers must be purchased on one (1) invoice to qualify. Each additional Superchips or Edge Product programmer purchased will result in one (1) additional ticket entry. Meyer Distributing' Sales Associates will have information on the products and number of entries that can be earned for each qualifying session. Superchips qualifying part numbers: 1840, 2840, 3840, 3870, 4860, 3570, 438753, 387510, 387513, 387514, 387526, 487513, 487514, 487526, 1950, 2950, 3950, 4950. Edge qualifying part numbers: 85100 85150 85200 85250 11000 11001 11100 11101 21000 21001

21002, 21003, 21100, 21101, 21102, 21103, 31000, 31001, 31003, 31004, 31005, 31101, 31102, 31103, 31104, 31105. Qualifying part numbers are subject to change.

3.) NO PURCHASE REQUIRED TO ENTER OR TO WIN A PRIZE: Entrants do not have to purchase any product to win. A purchase does not improve chances of winning. Void where prohibited, taxed, or otherwise restricted by law. Subject to all federal, state, and local laws.

4) MAIL-IN METHOD: Print your name, age, and complete address, including zip code and phone number, on a 3" X 5" card and mail it with first class postage affixed to:

Powerteq Super Bowl XLVIII
c/o MEYER DISTRIBUTING
Attention: Marketing Dept
500 E. 25th Street, Jasper IN 47546

Each postcard will equal one entry, must be legible and hand printed, and mailed separately. Limit one entry per household/company. All entries must be postmarked by October 1, 2013.

5.) ELIGIBILITY: This Contest is open to Wholesale Accounts of the 50 Continuous United States. Must be 21 years of age or older. Employees (their families and members of their household) of Sponsor, its parent, subsidiary and affiliated companies, advertising and promotion agencies are not eligible to win. To be eligible, customer's officer or legal representative must be available and notified via telephone at time of drawing. Their account must be in good credit standing with Meyer Distributing. Their account must be in good standing with Powerteq and the MSDP policies. Sponsor is not responsible for any technical problems that interfere with any attempt to enter. If contest is not capable of running as planned, (including weather conditions, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, fairness, integrity or proper conduct of the Contest), Sponsor reserves the right, at its sole discretion, to terminate, modify, or suspend the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of the Contest. Sponsor is not responsible for any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of any email on account of technical problems or website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this contest. Entries generated by robots or scripts are considered to be a direct violation of the contest policy and will result in immediate disqualification of any and all associated entries. Odds of winning are determined by and dependent upon the total number of eligible entries received during the Contest period.

6.) PRIZE AWARDING: The prize will be awarded only upon winner validation and verification by Powerteq and Meyer Distributing. No cash replacement, substitution, transfer, or assignment of the prize is permitted. Powerteq and Meyer Distributing will use commercially reasonable efforts to contact the winners within 24hours after the actual date of Powerteq and Meyer Distributing' selection of the winners. If one of the initially selected winners cannot be contacted, is ineligible, or fails to claim the prize, the prize will be forfeited and an alternate winner will be selected. Where permitted by law, entrants grant Powerteq and Meyer Distributing and its affiliates the right to use and publish their proper name and state of residence in connection with the Contest. Acceptance of the prize constitutes permission of Powerteq and Meyer Distributing and its affiliates to use the winner's name, likeness, and biographical information for advertising and promotional purposes without compensation, unless otherwise prohibited by law. The winner will be

notification (or return the signed forms within five (5) days of receipt). Because of the unique nature and scope of the Contest, Powerteq and Meyer Distributing reserve the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) set forth in these Official Rules or otherwise governing the Contest.

7.) PARTICIPATION CONSTITUTES ACCEPTANCE OF RULES: Participation in this Contest constitutes entrant's full and unconditional acceptance of these Official Rules and the decisions of the Sponsor. Contest is sponsored by Powerteq and Meyer Distributing Inc. ("Sponsor"). Sponsor reserves the right to cancel the Contest at any time and substitute another promotion in its place. Sponsor is not responsible for printing errors in these Official Rules.

8.) WINNERS: By participating, entrants release Powerteq, Meyer Distributing, its parent companies, subsidiaries, affiliated businesses, its advertising and promotion agencies and the officers, directors, employees and agents, each from any and all liability, damages or causes of action (however named or described) for injuries, damages, or losses to persons and property which may be sustained in connection with receipt, enjoyment, ownership or use of the Grand Prize or participation in this Contest. Winner grants Sponsor permission to use winners' names, ages, cities, states, photographs or likenesses for advertising and promotional purposes without additional compensation or approval (where lawful).

9.) DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the Commonwealth of Pennsylvania, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Pennsylvania or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Pennsylvania.

10.) LIMITATION OF LIABILITY: By entering, entrants (a) agree to these Official Rules, and the decisions of Powerteq and Meyer Distributing, which shall be binding and final in all respects; and (b) acknowledge that Powerteq and Meyer Distributing have not made nor is in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the prize. By participating, the winner releases Powerteq and Meyer Distributing, its respective officers, directors, employees, affiliates, subsidiaries, advertising, promotion, fulfillment, marketing agencies, public relations firms, consultants or contractors from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons (including death) and property which may be sustained in connection with the receipt, ownership, possession, acceptance, enjoyment, use or misuse of a prize, or arising out of participation in this Contest, or while preparing for, participating in, and/or traveling to and from taking delivery of the prize or any prize-related activity. Powerteq and Meyer Distributing expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded. IN NO EVENT WILL POWERTEQ AND MEYER DISTRIBUTING OR ITS OFFICERS, DIRECTORS, EMPLOYEES, AFFILIATES, SUBSIDIARIES, ADVERTISING, PROMOTION, FULFILLMENT, MARKETING AGENCIES, PUBLIC RELATIONS FIRMS, CONSULTANTS OR CONTRACTORS BE RESPONSIBLE OR LIABLE FOR DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF OR RELATING IN ANY MANNER TO THIS CONTEST INCLUDING ANY ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE AWARDED IN CONNECTION WITH THIS SWEEPSTAKES, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH AND/OR PROPERTY DAMAGE, AS WELL AS ANY CLAIMS BASED ON PUBLICITY RIGHTS OR INVASION OF PRIVACY. BY ENTERING THE CONTEST, I HEREBY WAIVE MY RIGHT TO A TRIAL BY JURY.

**All rules and conditions subject to change