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October 11, 2010

To All Customers:

Due to rising costs from our suppliers, effective December 1, 2010 we will have an increase on our LT Radial Tires, Race and Street Products. The increase will not affect wheels and tubes. The increase will vary up to 5%.

Electronic price files are being created and will be sent as soon as possible.

All orders shipped on or after December 1, 2010, regardless of order date, will reflect the new prices.

All SEMA discounts earned will be applied to new prices on orders shipped after December 1, 2010.

All units shipped and billed at regular or SEMA prices from October 1st through the end of the 2010 year will apply to the volume and growth bonus programs.

Your options at the end of November will be to cancel all backorders on the affected items and reorder, or allow us to reprice them. We will hold shipments until you advise which you prefer.

Please contact your Regional Marketing Manager if you have any questions.

Sincerely,

Mickey Thompson Performance Tires and Wheels