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February 21, 2011

To All Customers:

The price of natural rubber has seen some unprecedented increases over the past few months. Due to this raw material increase, we have seen some emergency cost increases that have been implemented immediately.

We have decided to push back the recently announced increase of up to 5% effective March 1, 2011 to March 15, 2011. The change will only affect Light Truck Radial tires which will go up 10% and Sportsman S/T tires which will go up 15%. All other products will remain at the increase noted in the file sent for the March 1, 2011 increase. However, we cannot assure you that those other products will not be affected in the near future.

We apologize for any inconvenience this causes, but as mentioned, these increases represent an emergency situation.

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

All orders shipped on or after March 15, 2011, regardless of order date, will reflect the new prices.

Your options on March 15th 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