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February 15, 2019

Dear Warehouse Distributor:

We are pleased to announce our 2019 **PRODUCT PROMOTION ADVERTISING ALLOWANCE**. It is easy to participate in this program and receive reimbursement for qualifying promotions. We would be glad to support your 2019 promotions as follows:

1. An amount not to exceed 2% of 2018's net purchases would be available to promote **TOOL AID** products in 2019. The allowance is limited to flyers, trade advertisements, catalogs and/or trade shows. Collective publicity, such as line cards, does not qualify.
2. Advertisements must show **TOOL AID's** (a)name and/or logo in large, readable letters, (b)product name and/or catalog number and (c)product picture. Upon request, we would be glad to send you the digital images and line art that are available.
3. Each WD must submit with their advertising allowance request, proof of promotion (complete flyer, complete catalog) and supporting documentation for the credit being requested (copy of printer's bill). Deductions will not be allowed until our credit memo is issued.

If the promotion is a trade show, prior written factory approval is required. All requests must include dates and booth rates. Credit will be issued after the event has occurred.

4. The purpose of the program is to reimburse you for your out-of-pocket expenses for **TOOL AID's** proportional share of the promotion. All reimbursement will be in the form of a merchandise credit.
5. The program is only available to Warehouse Distributors.
6. Claims for 2019 advertising allowance must be for promotions occurring in 2019 and must be postmarked no later than December 31, 2019. Unused funds cannot be carried over to another year.

Please use our seasonal specials and Quantity Discount Program to help you promote. Hi-resolution images are available upon request. Your local sales representative or anyone at Tool Aid would be glad to provide assistance in preparing your promotions.

Very truly yours,

Robert Platt
Marketing Manager