

**Date:** March 21, 2017  
**Subject:** TBC BRANDS “Final Four” PROMOTION  
**To:** All TBC Brands USA Distributors

Announcing the TBC Brands “Final Four” promotion, featuring an outstanding combination of discounted “below market” pricing, extended terms and the opportunity to earn significant ATF credits (starting at \$2500) for volume purchases.

The “Final Four” promotion features a broad assortment of in-demand products across multiple product segments including touring, all terrain & highway SUV/LT and mud traction and offers you an opportunity to stock up at significant savings versus current price levels reflecting the recent industry increases. This is fantastic way to offset these increases and load up for the selling season with products you will own at a great price against the market price level. This is a very real profit opportunity that can help drive your bottom line results!

Effective with March 21-April 30 shipments, the following offers\* are available:

(\*Offers are limited to available quantities on hand and products cannot be mixed to achieve qualifying unit number. Each program stands “on its own”). Please see the attached order forms that will assist in helping to build the minimum qualifying orders required to receive the promotional incentives.

- **Core Brand Premium Touring All Season**
  - In addition to discounted pricing offered at over 10% below the current price level for equivalent products, earn \$2500 in ATF credit for every 1500 units of qualifying products shipped (see attached order form). For example, purchase and ship 3000 units in the promotional period and earn \$5000 in ATF credit. Must ship a minimum of 1500 units in the promotional period to qualify.

- **Core Brand Premium All Terrain SUV/LT**
  - In addition to discounted pricing of 10%-20% below the 3-15-17 published pricing for equivalent products, place a minimum order of 1250 qualifying units (see attached order form) on a single separate purchase order and receive 90 day terms.
  - Once the initial order for 1250 units has been placed, also receive 90 day terms for additional orders of a minimum of 500 units of qualifying products shipped during the promotional period.
  
- **Duck Commander AT and MT**
  - In addition to discounted pricing below the 3-15-17 published pricing for equivalent products, place a minimum order of 1250 qualifying units (see attached order form) on a single separate purchase order and receive 90 day terms.
  - Once the initial order for 1250 units has been placed, also receive 90 day terms for additional orders of a minimum of 500 units of qualifying products shipped during the promotional period.
  
- **Sigma and Jetzon passenger and light truck (multiple product segments)**
  - In addition to significantly discounted pricing of up to 50% or more below the 3-15-17 published pricing for equivalent products, place a minimum order of 1250 qualifying units (see attached order form) on a single separate purchase order and receive 90 day terms.
  - Once the initial order for 1250 units has been placed, also receive 90 day terms for additional orders of a minimum of 500 units of qualifying products shipped during the promotional period.
  - The attached order form reflects the % discount off of the current published pricing for equivalent active product lines.

Contact your TBC Sales and Customer Service associate for additional details.