



March 16, 2012

TO: Mark Turak, President
Manufacturer's Retail Marketing and Promotions (MRM&P)

FR: Fran Goins, Director of Marketing Programs
American Tire Distributors

RE: Authorized Media Agent

This letter is to certify that Manufacturer's Retail Marketing and Promotions (MRM&P) is acting as one of many authorized marketing agents for American Tire Distributors and our customer dealer partners.

Please contact Mark Turak at 919-602-6296 with any questions regarding media and program execution.

Please forward any additional inquiries to me at FGoins@atd-us.com.

Thank you!

A handwritten signature in blue ink that reads "Fran Goins".

Fran Goins
Director of Marketing Programs
American Tire Distributors

Fran Goins, Director Of Marketing Programs
American Tire Distributors
PO Box 3145
Huntersville, NC 28070