



OMIX-ADA, Inc.

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RUGGED RIDGE JAN/FEB PROMO

JAN 1-FEB 28 2017

We are offering a completely new mix of products, most of which have not been on promotion for a very long time, if ever at all. This will help you show your customers something new from Omix. This promotion is also split, for your convenience, into separate segments so that you can tailor your marketing messages.

For January and February, there is a tab for products specific to JK, a tab for products specific to TJ, a tab for all Rugged Ridge seats and a tab for all Rugged Ridge truck floor liners.

As always, below is a list of requested marketing support tactics that we ask to be completed to support the discounted pricing. We are borrowing from our marketing budget to support these discounts, and we are putting that money into your hands to deliver increased sales to your customers! Please review the below list and speak with your sales rep to build a marketing program that works for you.

- Publish ALL promotional SKUs on your website or third party marketplace listings at the reduced LRAP from as early as 1/1/2017 to no later than 1/10/17. Reduced pricing is only available for the dates you publish the reduced LRAP.
- A minimum of one e-mail each month promoting the sale to your customer base. sales@omix-ada.com must be copied on the e-mail distribution.
- Promote the sale on Rugged Ridge on your website with a homepage banner or similar callout.
- Promote the sale on Rugged Ridge at least once per month through all of your active social media platforms.
- Post a product demonstration video of at least three promotional items to your website or social media. Some existing videos may already be available through Rugged Ridge. Contact your sales rep.
- Promote the sale with promotional signage at any brick and mortar location. Must send photos to sales@omix-ada.com for verification.
- Promote the availability of the Rugged Ridge consumer rebate on any item over \$150 on all product pages

If you have other creative ideas (including use of Marketing Allowance Rewards if available) to promote the sale in place of any of the above requirements, please consult your sales rep for consideration.

Notify your sales rep of your commitment to participate by 1/10/17.