



WE MAKE JEEPS ROCK

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Suwanee, March 3, 2016

Dear Customer,

At Omix-ADA / Rugged Ridge we are proud of our quality engineered products. Over the past decade we have spent a lot of time and money precision engineering unique and desirable products. We have paid millions of dollars in marketing to build brand awareness and create demand for these products, all to help you sell these products to the consumer. We all benefit from these successes.

One downside of having desirable products and a strong brand is that there are companies out there who try to ride on the coattails of our mutual success with copies, counterfeits, and in many cases inferior versions, of our branded products.

Although many of our products are protected by patents, this hasn't stopped companies from trying. We are dedicated to the fierce pursuit of these companies to ensure that only our patented products enter the market through our distribution partners.

Recently, we legally pursued Extreme Dimensions, who created an inferior version of our popular Performance Vented Hood #17759.01. This hood design is protected under US Patent D718,682. We reached a confidential settlement, pursuant to which a permanent injunction was entered in favor of Omix-ADA by the Court and Extreme Dimensions discontinued sale of the accused product and destroyed its inventory of the product. Additional terms of the settlement are confidential.

We want to make you aware, that if you carry this product from Extreme Dimensions, you should contact them on how to handle your return in case they have not reached out to you already for an arrangement. We want to share this information directly with you, to show that we are serious about protecting our products, brands and our partner distributors.

Warm Regards,

Al Azadi

OMIX-ADA | RUGGED RIDGE | ALLOY USA

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