



HERCULES TIRE & RUBBER CO.

National Sales Director

PFI Display, Inc.
40 Industrial Street
Rittman, Ohio, 44270

Dear Roger,

I would like to thank you for the outstanding job that you and your organization have done in developing, constructing and implementing our new trade show exhibit. The booth made a fantastic statement at the show and contributed to a very successful and profitable show.

I would also like to thank you for working with us on the numerous changes that we made and the short notice given to you by us for the TMC show.

What I believe is best about PFI is their ability to understand my business and grasp my marketing message. This is not an easy task since commercial tire and retread sales are quite complex. You did it beautifully. Thanks.

Please also thank all those other talented people, Steve, Mike and of course Anthony.