

**Preferred Pump presents the 2010 Dealer Awards
Merchandise Catalog... an incredible collection of over 200
high quality items... it's our way of saying
*thanks for your loyalty!***

It's easy to redeem your points for great merchandise! Here's how it's done:

1. If you registered for the *Dealer Awards Program* in 2010 and selected the Merchandise Catalog as one of your rewards, you will receive a *Merchandise Redemption Order Form* mid January, 2011. This form will list the number of points you have available to spend on Dealer Awards merchandise. These will be the points you have earned from January 1, 2010 to December 31, 2010.

2. Use this catalog to search for merchandise based on the points you have available! The number of points an item is worth is listed along with the item number of the merchandise, the manufacturer's model number, the manufacturer's name, and a brief description. Just select the items you want, filling out the *Merchandise Redemption Order Form* as you go.

3. Find something you want but need a few more points? No problem! You can *buy* as many points as you need at a rate of just \$18.00 a point. Please remember to include a check with your order for the appropriate amount, made out to "*Hal Kaufman Company*".

4. Mail your order-and check, if you are purchasing extra points-directly to:

Hal Kaufman Company
299 S. Walnut Bend Su 201
Cordova TN 38018

Again, if you are buying points, don't forget to include your check.

5. Your merchandise order will be shipped to you directly from the various manufacturers. This should take about 3-5 weeks. Longer or shorter shipping times are possible, depending on the inventory that the manufacturer has on hand at the time you place your order. Of course there is no freight charge... and no sales tax!

Important points to remember:

1. If you have any questions, call Hal Kaufman Company at (901) 458-3143 directly. Hal Kaufman Company handles ALL the ordering and shipping arrangements for your Dealer Awards merchandise.

2. Your 2010 points will expire on April 30th, 2011.

3. Have fun!