EXHIBIT A
(Fade In) (Woman driving vehicle #1)

(Woman in vehicle #1 smiles at woman in vehicle #2)

(A truck is crossing in front of vehicles)

(Brake lights activated on both vehicles)

(Vehicle #1 stops safely while vehicle #2 continues moving forward)

(Driver and passengers of vehicle #1 look fearful)

(Vehicle #2 crashes into truck)

(Woman in Vehicle #1: Is everybody okay?"

Text: Fictionalization, simulated accident, involves stunt drivers

(Wagner OE" brake pads can stop you up to 50 feet sooner.)

(Do you know what's on your vehicle?)

Text: *Results based on independent testing comparing Wagner OE" to competitors' brake pads on 2014 Ford F-15C, 2011 RAV4 and 2013 Chevy Tahoe"

Install Wagner OE" at Pep Boys and other leading repair shops. (Fade Out)

VOICE OVER: Wagner OE" brake pads..."
(Video Exhibit Submitted Separately)
EXHIBIT B
Storyboard of YouTube advertisement

Text: Fictionalization, simulated accident, involves stunt drivers.

Text: "Do you know which brake pads are on your vehicle?"

Text: "Your kids' lives depend on it. Parts Matter."

Text: "Results based on independent testing comparing Wagner OE to competitors' brake pads on 2014 Ford F-150, 2011 RAV4 and 2013 Chevy Tahoe."

Text: "Wagner OE brake pads can stop your truck, SUV or CUV up to 10 feet sooner."

Text: "VOICE OVER: Wagner OE brakes"

Text: "Can you stop you to 20 feet sooner."

Text: "Driver and passengers of vehicle #1 look fearful."

Text: "Vehicle #1 stops safely while vehicle #2 continues moving forward."

Text: "(Vehicle #1) is crossing in front of vehicles."

Text: "(Woman in vehicle #1) drives."

Text: "(Woman in vehicle #1) gazes at woman in vehicle #2."

Text: "(Fade In) (Woman driving vehicle #1)"

Text: "Vehicle #2 crashes into truck."

Text: "(Brake lights activated on both vehicles)"

Text: "(Vehicle #2) is driving."

Text: "(Vehicle #2) is crossing in front of vehicles."

Text: "(Woman in vehicle #1) is driving."

Text: "(Woman in vehicle #1) is driving."

Text: "(A truck is crossing in front of vehicles)"
(Video Exhibit Submitted Separately)
EXHIBIT C
Stopping on a dime.
It’s worth every penny.

Wagner OE® brake pads can stop your truck, SUV or crossover up to 50 feet sooner than other leading pads. It can mean 50 feet saved when you need it most. And when your family’s safety is on the line, isn't that what really matters?

Find out more at wagnerbrake.com

#partsmatter

Print advertisement EXHIBIT C