

# **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



VOICE OVER: Wagner OE<sup>®</sup> 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<sup>®</sup> to competitors' brake pads on 2014 Ford F-150, 2011 RAV4 and 2013 Chevy Tahoe



Install Wagner OE<sup>®</sup> at Pep Boys and other leading repair shops.  
(Fade Out)

### Storyboard of television advertisement

### EXHIBIT A(1)

(Video Exhibit Submitted Separately)

**EXHIBIT A(2)**

# **EXHIBIT B**



(Fade In) (Woman driving vehicle #1)



(Woman in vehicle #1 gazes 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



VOICE OVER: Wagner OE<sup>®</sup> brakes



can stop you up to 50 feet sooner.



Wagner OE<sup>®</sup> brake pads can stop your truck, SUV or CUV up to 50 feet sooner.\*

Do you know which brake pads are on your vehicle?

Text: \*Results based on independent testing comparing Wagner OE<sup>®</sup> to competitors' brake pads on 2014 Ford F-150, 2011 RAV4 and 2013 Chevy Tahoe



Your kids' lives depend on it. Parts. Matter. (Fade Out)

## Storyboard of YouTube advertisement

## EXHIBIT B(1)

(Video Exhibit Submitted Separately)

**EXHIBIT B(2)**

# **EXHIBIT C**

# Stopping on a dime. It's worth every penny.



Wagner OE<sup>®</sup> 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](http://wagnerbrake.com).

#partsmatter

**WAGNER<sup>®</sup> OEX**

\* Results based on independent testing comparing Wagner OE<sup>®</sup> to competitors' brake pads on 2014 Ford F-150, 2011 Toyota RAV4 and 2013 Chevy Tahoe.  
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EXHIBIT C