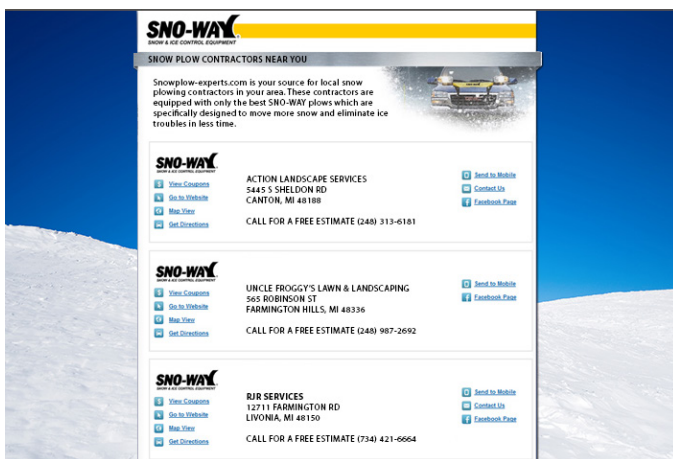


DIGITAL MARKETING BONUS

INCREASE YOUR EFFICIENCY AND YOUR BUSINESS WITH SNO-WAY!

BUY ANY COMMERCIAL PLOW PACKAGE AND GET FREE INTERNET MARKETING!†

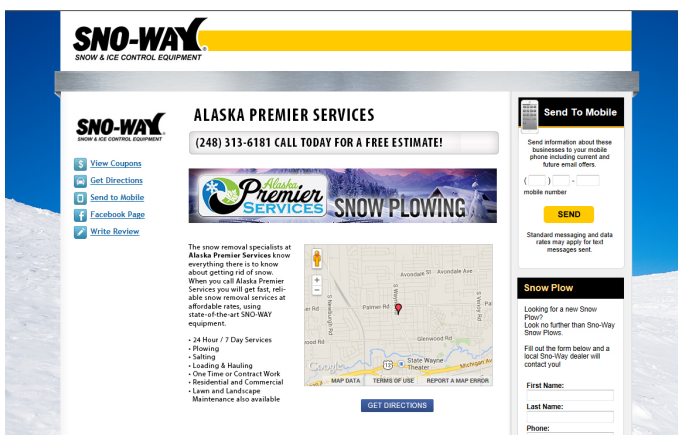
Sample Directory



INTERNET MARKETING INCLUDES:

- Custom micro-site with contractor's contact information on snowplow-experts.com
- Search engine marketing driven to an exclusive directory which will generate 150,000+ visitors looking for plow services
- Increased visibility online at no cost to you!

Sample Micro-Site



SNO-WAY



† Customer must purchase blade package by March 31st, 2015. Commercial plow models include 29HD, 29THD, 29R, 29VHD, 32 Contractor, and Revolution HD, all other plows are excluded from the digital marketing bonus promotion. See participating SNO-WAY dealer for details and restrictions.