

LEX BRODIE'S

TIRE, BRAKE & SERVICE COMPANY



THE BALANCE OF GOOD BUSINESS & GIVING BACK TO THE COMMUNITY



BBB International Torch Awards

Trust • Performance • Integrity

2011 Excellence in Customer Care Winner

co-presented by SOCAP International

Congratulations Hawaii! Doing Business The Aloha Way Has Been Internationally Recognized. Lex Brodie's Wins the BBB International Torch Award for Excellence in Customer Care — the FIRST company in the world to ever win this award!

"We are humbled to be the first recipient of the BBB International Torch Award for Excellence in Customer Care. It has been our honor and continuing mission to serve Hawaii's customers and support our community."

For more information about the BBB International Torch Awards, visit www.LexBrodies.com

FOUNDED IN HAWAII

1961



Celebrating 50 Years of Legendary Service!

In 1961, Lex Brodie opened up his first shop in Kaneohe. Since then, Lex Brodie's has become a local icon for service and keeps Oahu going with convenient locations around the island. We are grateful for the opportunity to provide exceptional service to Hawaii. Our profound gratitude and aloha is best expressed in our four simple words, "Thank You...Very Much!"

Community Programs

Lex Brodie's continues its long history of community outreach by always looking for new ways to give back to the community. We try to support all facets of our local community; from our keiki to our kapuna and from our men and women in uniform to our active lifestyle residents. Please visit www.LexBrodies.com for information on all of our community programs and to see how they may benefit you.



"Thank You...Very Much!" AWARD



BUSINESS SUSTAINABILITY

Doing Business The Aloha Way!

At Lex Brodie's, doing business the Aloha Way means adopting an appreciative, dedicated, caring and compassionate attitude toward serving all customers. This is the foundation upon which Lex Brodie's was built upon. Lex Brodie himself layed this foundation over fifty years ago when he opened the first Lex Brodie's shop. When Lex said, "Thank You...Very Much," it wasn't an empty marketing tagline, but a sincere expression and appreciation of Aloha.

But a philosophy and belief can only get a business so far. Lex Brodie's employees bring the spirit of Aloha alive with their dedication to customer service. This dedication is the foundation upon which they cultivate customer relations and build community trust and satisfaction.

Lex Brodie's continued success doesn't just rest upon our unending desire to achieve 100% customer satisfaction. We recognize that in order to sustain our business we can't just focus on profits, but we must also give back to those who have given to us. With this in mind, we give value back to the community by initiating a number of community outreach programs (see above).

The model of business sustainability has provided Lex Brodie's with fifty years of success. As a sincere expression of Aloha, we wish to say to all of Hawaii, "Thank you...very much!"

Corporate Responsibility



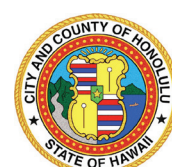
Lex Brodie's is constantly evaluating and evolving our business practices and services to be sure we are in harmony with the changing world. We pledge to do all we can to ensure our business has no adverse effects on the environment and community.

Here are a few examples of what Lex Brodie's is doing to help keep Hawaii clean and green:

- We were the first service center to bring G-OIL®, the revolutionary 100% bio-based full-synthetic motor oil to Hawaii
- We've updated our facilities and procedures to ensure all vehicle fluids are disposed of properly
- All Lex Brodie's locations are actively recycling when possible



Recognized as a Corporate Clean Water Hero 3 Years in a row!



LEX BRODIE'S CUSTOMER BILL OF RIGHTS

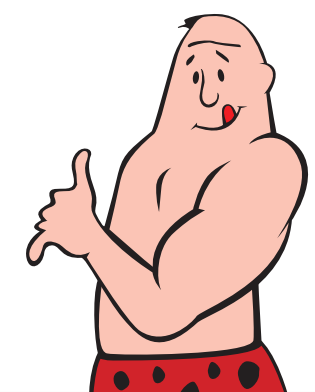
1. Our Mission is 100% Customer Satisfaction—EVERY Time.
2. We Will NEVER Recommend any Product or Service You Don't Need.
3. We Will Get It Right The FIRST Time, and At The Time Promised.
4. We Will Treat EVERY Customer In a Friendly and Professional Manner.

To view Bill of Rights and for information about Lex Brodie's services, please visit

www.LexBrodies.com

Legendary Customer Service

Our promise of legendary customer service isn't just in writing — it's etched in stone! The entire Lex Brodie's staff will do what it takes to see you receive 100% satisfaction with Aloha! We will continue to strive to improve our customer service each and every day. We are dedicated to building lasting relationships, one customer at a time. We are here to serve you and it's our privilege to do so!



"Thank You...Very Much!"