

# VALLEY TIRE CO., INC.

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15 McKean Ave. • Charleroi, PA 15022  
724-489-4483

October 5, 2010

To Whom It May Concern:


I am happy to acknowledge our relationship with Tim Loden and his company Advantage ID. I've worked with Tim for many years and have always been more than pleased with the products and services he has provided to Valley Tire.

This letter is to endorse Advantage ID's barcodes and finished goods/RAR labels. With Tim's knowledge of the product and the needs of his customers, he has partnered with Symbology, Inc. and other major vendors to provide the retread industry with excellent products at cost effective prices. We are very pleased with these products and look forward to a long partnership with Advantage ID. Tim has taken the time to listen to our concerns about barcodes falling off in all types of weather, finished goods labels that don't adhere properly and ink issues that cause future scanning problems for our shops. He has provided us with a product we are truly happy to use and recommend to others. With such good results, I highly recommend Advantage ID labels to others who will receive the same satisfaction that Valley Tire has experienced.

We highly recommend and endorse his products 100 percent. Tim has provided excellent customer service and has done everything possible to ensure we are getting the best product at the best price.

It has truly been a pleasure to work with Tim and his company.

Yours truly,



Brian McCarthy  
Valley Tire Co., Inc.  
Vice President/General Manager



*"Your Partner in Business"*

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