



December 2, 2009

RE: Hype Performance Inc. newsletter:

Hello to all of our valued customers, friends and family!

Wow, it's already been a year since we first opened Hype Performance! The business has grown in leaps and bounds and that is all thanks to great people like you!!!! We have had the help of many friends and our families along the way and we much appreciate everything that they have done.

Since we first opened we have established ourselves in all the communities in the area through a huge advertising campaign via the internet, media, signage, and the word of mouth of great people like you! We contracted Gordon Curry (Eldoren Consulting Inc.) to do our marketing and that has been a huge boost to our business' success. We have sponsored three tailgate parties at the Encana Events Centre and been involved with other businesses in many other tailgate parties with our Line-X products on display. All three of the tailgates that we did were a raving success but the last one stands out as the king! The ZZ Top tailgate party was truly a party and what a party it was!!!! We had old coupes on display inside complete with a ZZ Top Eliminator look alike owned by Gord Ollenberger! Outside we had trucks, trailers and our company's number one best project so far, Brian Ward's 1975 Ford F-250 which we did a complete Line-X restoration on. You'll be able to see his truck next month on our website because it will be our feature truck of the month. This summer we had a blast at our open house! We were lucky enough to have a monster truck on display along with many of our Line-X projects. We had Mr. Mikes cater the event so nobody had to be exposed to Darren and Tracy's bbq cuisine! In the annual Dawson Creek Fall Fair parade we had two trucks pulling floats, one was for the Encana Events Centre and the other float was for the Canadian Cancer Society. We had a blast setting up the Cancer Society's float the night before the parade at our shop with their hard working volunteers! A special thanks goes out to Susan Sheperd for organizing it all and the RCMP constables who helped us.

We have established a broad spectrum of products since we first opened our doors, we now have 4 full line suppliers working with us to make sure that we can deliver the products that you are requesting. We have brought on the Royal Purple synthetic oil line because it is such a superior product in the industry. We also carry Patchmap and Bushmap which has turned into a very successful line of products for us. Of course we couldn't do a newsletter without mentioning our anchor product which is Line-X. This product is phenomenal and has given us such a feeling of pride since we opened, we literally used to follow our customer's vehicles out of the parking lot just basking in the great look of the product that we had just applied to their trucks, trailers, 5th wheels, horse trailers, and industrial equipment. There hasn't been a day go by where at least one of us hasn't said "damn that looks good" when we are finished doing a Line-X project! Our Line-X specialist (Tracy Stanek) is tops in the industry and we are very lucky to have him on board with us here at Hype!

In the upcoming months we plan on expanding our business even more with more events at the Encana Events Center and partnering with other businesses in our city on community events.

If you have any ideas or suggestions for us, please drop us a line and we will see what we can do.

Thank you for all your support over the past year and here's to many more to come!!!!

Best regards,

Darren Chruikshanks
Owner
Hype Performance Inc.