



2010 Hyster Sales and Recognition Programs

GAME ON! PROGRAM RULES

GAME ON! PROGRAM DESCRIPTION: The GAME ON! 2010 Fantasy Sports League program is a promotion open only to sales people of Authorized Dealers of Hyster Company. The program consists of “Three Seasons” (Basketball, Baseball, and Football). Each season lasts four months and will recognize the Top Four MVP Players. It also includes a “Year-End Payout” promotion (twelve month period) to recognize the Top Twenty-Five Players (sales people). Program details are below.

QUALIFYING SALES: The Program is based on qualified new 2010 retail sales of Hyster fork lift units sold directly by dealer salespeople to a dealer customer, or through a Hyster National Account Manager to a decentralized Hyster National Account. The dealer salesperson must be registered with the Hyster National Account Department as the salesperson for the decentralized account’s facilities in the dealer’s sales territory.

SCORING: Each Unit sold scores points (see chart below for all products). The top 4 winners per season will earn Loyaltyworks points with a total value of \$500. The top 25 year-end performers who qualify with a minimum of 25 trucks sold will earn a trip to be announced mid-year.

Class 1	Earns 1 point
Class 2	Earns 1 point, except V30-35ZMU which earns 2 points
Class 3	Earns 1 point, except W40Z which earns ½ point
Class 4-5 [up to 15,000 lbs.]	Earns 1 point
Class 4-5 [15,500 – 36,000 lbs.]	Earns 2 points
Class 5 [40,000 lbs. up]	Earns 3 points

LOYALTYWORKS REWARDS: Loyaltyworks is providing full-service support for the Hyster GAME ON! Program. Their sales incentive programs feature one of the richest reward selections you'll find anywhere. Each season’s winners will be enrolled in a Loyaltyworks account, where they can choose from over 10,000 brand name merchandise and travel rewards: from complete home theater systems to books, CDs and DVDs to exotic cruise packages.

ELIGIBILITY: This trade promotion is open to all sales people of Authorized Dealers of Hyster Company in the United States and Canada (excluding Quebec and except where prohibited by law). Sales people must be employed by the Hyster Dealership at the time of the event.

AGREEMENT TO THE OFFICIAL RULES: By participating in the promotion, each Dealership, Dealer sales manager and Dealer salesperson fully and unconditionally agrees to and accepts these Official Rules and the decisions of Hyster Company, which are final and binding in all matters related to the Program.

- I. **PARTICIPATION AND TRUCK SALES SUBMISSIONS:** Coaches (sales managers) must add, change or delete participants from the player roster before submitting stat forms. Stats forms must be received no later than the fifth business day following month end. (Player roster forms and stat forms will be sent via a separate email.) All enrolled Dealerships must report all qualifying Unit sales during the Program Period. Forty-five days after the conclusion of the Program Period, Hyster Company will tally the results and announce the winners. This promotion is open only to salespeople of Authorized Hyster Dealerships. All salespersons must be employed by the dealership at the time of the event.
- II. **Four Month Segment Award (Season).** There will be payouts in the form of Loyaltyworks points paid to the Top 4 Players. Each season starts a new contest and season winners will earn Loyalty Points with a total value of \$500.00.

Year-end Cumulative Award (End of Season): A group event (to be announced mid-2010) will be earned by the Top Twenty-Five Players (sales people) with the highest stats. The Top Eight Pros will be recognized as President's Circle winners and will earn VIP status. President's Circle winners achieving this honor for three years (consecutive or non-consecutive) will also receive the Hyster President's Circle ring. No prize substitution or transfers will be allowed.

AWARD ISSUANCE: Hyster Company will audit all retail deliveries of eligible Units as reported by the Dealership. No award will be made until all eligible deliveries have been verified by Hyster Company. Hyster Company is not responsible for lost entries or qualifying sale entries. Winners are responsible for all taxes (federal, state and/or/local) and any other expenses not expressly provided for in these rules, which relate to acceptance and use of prize.

GENERAL CONDITIONS: By participating, Dealer and Participant (a) release Hyster Company, its parent and affiliated companies, and their directors, officers, agents and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, the acceptance, possession, use, or misuse of the prize; and (b) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the prize including, but not limited to, its quality or availability; and (c) awards may not be substituted for cash; and (d) awards may not be assigned or transferred. If the winning individual chooses not to accept the award, the award will be forfeited. Noncompliance with the Official Rules will result in disqualification and the forfeiture of any prize. Hyster Company reserves the right to cancel, amend or revoke this program at any time. Decisions regarding any matter under this promotion will be made by Hyster Company and are final.

SPONSOR:

Hyster Company
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Greenville, NC 27834