



GREAT NEWS!

We are gearing up to start choosing trucks to feature on our Series Twelve collector cards edition to be released in late 2011 and would really like to take a look at your truck. Attached is an opportunity for you or your company to be featured on one of CAT Scale's Super Trucks Limited Edition collector cards.

What you need to do:

Complete the enclosed form and return it, along with current photos of the truck you would like featured, and a photo of the driver or company you would like to appear on the back of the card, to:

Liz Bruns
Super Truck Limited Edition Collector Cards
CAT Scale Company
P.O. Box 630 (via U.S. Mail)
515 Sterling Drive (via FedEx or UPS)
Walcott, Iowa 52773

The deadline for submission of photos and the release form is April 1, 2011.

What you can expect from us:

Once we receive your release and photos, we will contact you if we need any additional information.

Please call me with any questions at 563-284-6263. We look forward to hearing from you!

Sincerely,

Elizabeth Bruns
Marketing Coordinator

Enclosure - release form

Helpful Hints for



Photos

Please send photos of your truck and a photo of yourself or your family for the back of the card.

- Make sure the background is clear of distractions, such as other trucks, unattractive buildings, etc. Natural settings work best. We want the focus to be on your truck.
- Be sure that you are taking the photo on a bright, sunny day. An overcast or gray day will dull the appearance of your truck.
- Use a 35mm camera or a digital camera. Please, no Polaroid photos.
- If using a 35mm camera, either 200 speed or 400 speed film is recommended for optimum capture of color.
- If using a digital camera, set your camera on the highest pixel setting. Please print the photos at a retail outlet (not on your home printer). You may also email the photo file to supertrucks@iowa80group.com. Be sure to include your name in the email so we know which application to match it up with.
- Get as much of the truck in the frame as possible without cropping out anything. Since the cards are small (business card size), a close-up shot will show off your truck better.
- If you are sending a professional photo, please be sure to include a release from the photographer. These photos are copyrighted and it is illegal to use them without permission.



Super Trucks Limited Edition Release Form

Driver: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Mobile: _____

Email: _____

Truck Specifications:

Year _____

Make _____

Model _____

Engine _____

Transmission _____

Horsepower _____

Top Speed _____

Weight _____

Wheelbase _____

Base Price _____

Has this truck been featured on any other trading card(s)? yes no

If yes, what card? _____

Important!

The back of the card will also include a paragraph about you. In the space provided please tell us a little bit about yourself. You may include such things as how you got started driving, how long you've been driving, what you like to do when you're not driving, work done on the truck, etc.

Please tell us about yourself:

This material will be used to write the copy for the back of the card. Attach another sheet if you need more room.

Release Statement:

I give CAT Scale Company permission and the right to use above specified truck in their Super Trucks Limited Edition collector cards and all related advertising and promotion of the discussed project without compensation due. I also give my permission to CAT Scale Company to donate Super Trucks Limited Edition collector cards to Iowa 80 Trucking Museum and allow the sale of card sets to help preserve trucking history. I understand that I will not receive payment of any kind, now or in the future, for my appearance on the cards or as a result of card sales.

Truck: (year)_____ (make)_____ (model)_____

Signature _____ Date _____

Phone _____ Fax _____

NOTE: Completion of this form does not guarantee selection for the collector card series due to limited number of cards being printed. You will be notified of selection by CAT Scale Company.