



May 10, 2012

Dear Valued Von Weise Customer,

Subject: **Breaking News – Von Weise Purchases AC & DC Starter Motor Assets**

We are pleased to announce that Von Weise, LLC recently purchased the machinery, equipment, tooling and intellectual property to produce most of the AC & DC starter motors that were previously produced by Govinda Motors, White & Green Motors and originally, Fasco Motors.

This industry proven product line has supplied high quality, reliable and dependable electric starters to the Snow Blower and Lawn & Garden tractor small engine market for many years.

This purchase adds breadth to our current AC & DC motor manufacturing capabilities. It also adds additional PMDC motor manufacturing capacity to support growth and new product development initiatives.

We are excited to share this news. This is yet another key investment that Von Weise has made to ensure that we continually provide the high quality, high value solutions our customers expect and deserve.

We appreciate your continued loyalty as Von Weise gains strength and commitment in producing an even broader range of high quality reliable products with competitive pricing.

Kevin Hein
President
Von Weise, LLC