

MAKE A **MUSCLE**
Make a Difference® for MDA

SALES GUIDE

Revision 3

Abbey Umali
MDA Goodwill
Ambassador

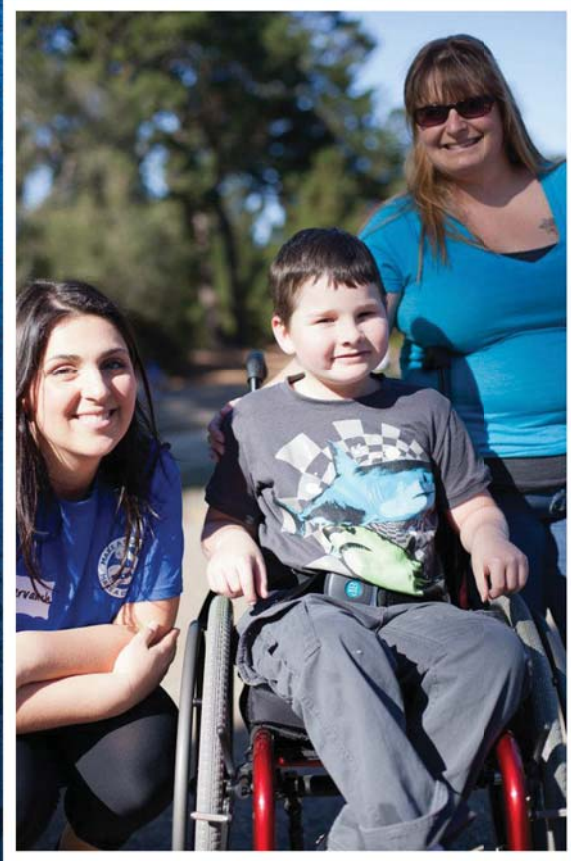


www.throttlemuscle.com

MAKE A MUSCLE

Make a Difference® for MDA

Welcome Customers



Dear Friends,

Thank you for making a muscle for MDA.

My name is Lucas and I have Friedreich's Ataxia, a form of Muscular Dystrophy. I loved visiting our local lube shop and making a muscle with the team there.

Your support of MDA helps children like me by sending us to summer camp, where we make new friends. The MDA provides no cost clinics for me to go and see all my Doctors at UCLA.

MDA has been a huge support for me and my family.

You can continue to help by using Throttle Muscle and Muscle Blades. Every purchase provides help to MDA.

Thank you for being a part of our family.

Lucas and Casandra Appleton



MDA®

Fighting Muscle Disease

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Make a Difference[®] for MDA

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Throttle Muscle, Muscle Blades, Throttle Power, FX805 and +75K are registered trademarks of REV Your Cause LLC. MDA is a registered trademark of Muscular Dystrophy Association and is used under exclusive license agreement. Throttle Muscle is not to be confused with any national promotion and is not intended to replace, replicate or compete with any national promotion. Throttle Muscle is a year round program between REV Your Cause, LLC and MDA to provide high quality products at competitive prices that benefit MDA.

FX805
Synthetic Engine Treatment

+75K
Higher Mileage Vehicle Treatments

REV
YOUR CAUSE
A Limited Liability Company

MDA
Fighting Muscle Disease

MAKE A MUSCLE

Make a Difference[®] for MDA

Throttle Muscle Products

Throttle Muscle products are designed with the automotive shop in mind. Many automotive shops count on add on sales to help boost profitability. In fact, with many automotive outlets using an oil change as a loss leader, profitability on a normal oil change is usually marginal at best. With the rise of specialty oils and pour in treatments, automotive shops are able to provide the consumer added benefits while boosting profitability simultaneously.

With Throttle Muscle, we are providing automotive shops with not only a great product, but also with the tools and knowledge needed to boost sales and profitability. There are many choices out there when it comes to fuel and engine treatments. It is a very competitive marketplace. However, we offer several benefits that go beyond the "product" that can help installers and their profitability. Aside from price, here are some of the benefits Throttle Muscle brings to the table:

- Relationship with MDA
- Point of sale materials
 - Posters
 - Window Clings
 - Shelf Danglers
 - Computer Toppers
 - Table Tents
- Training materials
 - Product information sheets
 - Sample product bundling ideas
- Proven results!

Throttle Muscle Fuel Treatments

With cost of fuel being a huge expense to most consumers, ensuring that gas mileage is being maximized is important. Fuel economy can be negatively impacted when fuel injectors become dirty and/or clogged. Throttle Muscle fuel treatments are designed to

clear injectors of deposits from fuel and contaminants. Our super concentrated formulas contain detergents designed to break up minerals that form and clog the tiny nozzles on fuel injectors. When these deposits exist, fuel flow is reduced to the engine cylinder, causing hard starts, sputtering and knocks.

While many automotive manufacturers have improved injector design and performance, gasoline quality has actually declined. Although most major gas companies add detergents to avoid deposits in fuel systems, the concentration is so low that it is hardly noticeable. The super concentrated detergents and fuel additives in one six ounce bottle of Throttle Muscle Fuel Injector cleaner treats 21 gallons of fuel.



TM8272 Throttle Muscle Fuel Injector Cleaner

Throttle Muscle Fuel Injection Cleaner is a super concentrated formulation that treats 21 gallons with one 6 Oz treatment. Our super concentrated formula treats more gas than most 12 Oz products on the market. Throttle Muscle Fuel Injection Cleaner cleans and protects your entire fuel system from performance loss with just one treatment. This super concentrated formulation contains the highest level of detergents of any of our product lines. It helps clean your entire fuel system to restore its optimum operating condition. The advanced formula helps clean fuel injectors, carburetors, intake valves and ports, combustion chambers, cylinder heads and piston tops. For optimal performance, use at every oil change interval. One bottle of Throttle Muscle Fuel Injector Cleaner:

- Improves combustion
- Improves engine performance
- Increases power
- Improves starting, idling and acceleration
- Helps decrease emissions
- Safe for catalytic converters and oxygen sensors
- Will not void vehicle manufacturer's warranty



Fuel Injection Cleaner TM8272 pairs great with FX805 Synthetic Engine Treatment.



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Throttle Muscle Products

TM2639 +75K Gas Treatment and Injector Cleaner

Throttle Muscle +75K Fuel Injection Cleaner and Treatment is a super concentrated formulation that treats 21 gallons with one 6 Oz treatment. Throttle Muscle +75K is specially formulated for vehicles with over 75,000 miles. Throttle Muscle +75K Fuel Injection Cleaner and Treatment cleans and protects the entire fuel system and is specially formulated for vehicles over 75,000 miles. As a vehicle ages, its engine accumulates deposits that reduce its performance. This super concentrated formulation contains the highest level of detergents of any of our product lines. It helps clean your entire fuel system to restore its optimum operating condition. One 6 Oz bottle treats up to 21 gallons of gas. For optimal performance, use at every oil change interval. One bottle of Throttle Muscle +75K Gas Treatment and Injector Cleaner:

- Helps restore performance to higher mileage vehicles
- Dissolves sludge that accumulates in injectors
- Cleans intake valves
- Cleans manifold
- Protects against gas line freeze
- Helps prevent rust and corrosion
- Will not harm catalytic converts or oxygen sensors
- Will not void vehicle manufacturer's warranty



+75K Gas treatment and Injector Cleaner pairs great with +75K High Mileage Engine Treatment.



TM5225 Throttle Muscle Throttle Power Pro 2-Step Fuel System Cleaner

Throttle Muscle's 2-Part Professional Fuel and Induction System Service is designed to help eliminate rough idling, misfiring, power loss, engine run on and fuel related pinging. This will help improve performance and fuel economy while reducing emissions from the vehicle. Throttle Power Pro 2-Part Professional Fuel and Induction System Service is designed to be used once a year or every third oil change (based on time between services). This service is designed to be completed by trained professionals only. It is designed to improve engine performance and fuel economy by loosening and removing carbon buildup from injectors, valves and combustion chambers. It is designed to help reduce emissions by reducing hydrocarbon, carbon monoxide and nitrogen oxide emissions. Throttle Power Pro:

- Thoroughly cleans fuel injectors, intake valve, PCV valve, fuel lines, fuel pump and combustion chamber
- Helps restore horsepower, engine performance and gas mileage
- Safe for oxygen sensors and catalytic converters in most domestic and import gasoline engines.
- Helps pass emissions tests by reducing hydrocarbon, carbon monoxide and nitrogen oxide emissions
- Will not void vehicle manufacturer's warranty
- Not for use on diesel engines, rotary engines, Chrysler 2.0 or 2.4 liter engines or BMW's with ZF4HP22 transmissions.



CPT

Combustion Performance Test

Boost your sales with our CPT scorecard!

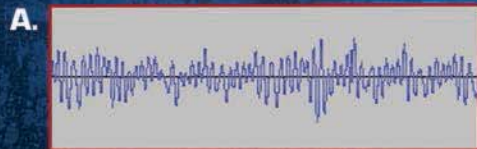
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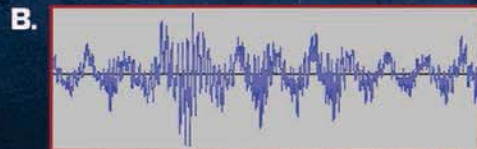
Throttle Muscle CPT system

Introducing the Throttle Muscle CPT system

After each cylinder combustion, exhaust is pushed down your vehicle's exhaust pipe. This creates a measurable exhaust stroke pressure "pulse" in the exhaust flow from the tailpipe. In an ideal situation, the cylinders fire uniformly and consistently: each one releases the same amount of exhaust pressure as the others — and the same amount of pressure as its last firing — time and time again. But when combustion buildup affects your cylinders, it causes uneven exhaust pulses that reflect combustion inefficiency and imbalance across the cylinders.



The CPT tool will assess this combustion performance with a high score in the green zone. No fuel system cleaning service will be recommended.



The CPT tool will assess this efficient cylinder combustion performance with a score in the yellow zone. Fuel System Cleaning will clean the fuel system and combustion chambers, making the exhaust stroke pressure more uniform and improving the CPT score.

These exhaust stroke pressures vary in direct relationship to their cylinder's combustions efficiency. The Throttle Muscle CPT system measures individual cylinder exhaust stroke pressures with a sensor inserted into your vehicle's exhaust pipe. It analyzes this engine combustion data and rates combustion performance based on combustion inefficiencies and imbalances. Figure A show an engine with relatively consistent exhaust stroke pulses, while Figure B displays a sample of inefficient cylinder combustions.



CPT

Combustion Performance Test

The Process



We run your engine for about a minute to get an accurate representation of your combustion performance.



A sensor placed in your exhaust pipe detects and records data from each cylinder combustion.



A handheld computer analyzes this data and assesses your CPT score.

- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1

Green means clean.

All of your cylinders are firing smoothly. Check your CPT score on your next visit to make sure your engine continues operating the way it should.

Yellow means prevent.

Varnish and carbon deposits are affecting your fuel system, and your cylinder combustion is not ideal. Talk with your Throttle Muscle technician about scheduling a Fuel System Cleaning to stop losing fuel economy and horsepower due to engine build up.

Red means stop waiting.

If your CPT score is in the red zone, your fuel system is not performing well. Varnish and carbon build up may have your engine running inefficiently. A Fuel System Cleaning is just one step to helping you get back on track.

TM5366 Throttle Muscle +75K Engine Treatment for vehicles over 75,000 miles

In early 2012, the average car on the road was about 11 years old. With the average driver putting on 12-15,000 miles per year, the average vehicle has over 130,000 miles on it! With cars being made better and better each year, the need to trade in a car just isn't as necessary as it once was. For this reason, many of the top oil companies have produced oils specially formulated for higher mileage vehicles.

Throttle Muscle +75K Engine Treatment is specially designed to compliment today's high mileage oils. Our formula offers a unique blend of the special low-friction qualities of PTFE in a high mileage base oil. Our formulation helps extend engine life in vehicles over 75,000 miles. +75K Engine Treatment contains seal conditioners to help prevent oil leaks and reduce oil consumption. Throttle Muscle +75K Engine Treatment:

- Unique formulation helps extend engine life
- Protection for vehicles with more than 75,000 miles
- Formulated with seal conditioner to help prevent leaks and reduce oil consumption
- Helps combat sludge and reduce wear in older engines
- Contains friction reducing PTFE
- Compatible with all types of motor oil and can be used in gas or diesel engines
- One super concentrated 16Oz bottle treats up to 6 quarts of oil
-



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Throttle Muscle Products

TM8763 Throttle Muscle FX805 Synthetic Engine Treatment

Many new cars are requiring the use of synthetic motor oil. Each day, more and more consumers are opting to utilize the benefits of synthetic oil as they intend to keep their vehicles longer. These two facts are the driving force behind Throttle Muscle FX805 Synthetic Engine Treatment. With synthetic oil changes costing nearly double the price of a conventional oil change, why would a consumer want to dilute their synthetic oil with a conventional based oil treatment?

FX805 is a versatile formulation that combines the special low-friction qualities of PTFE in a synthetic oil base to bond with metal surfaces and fill microscopic pores, substantially reducing engine wear. FX805 contains PTFE resins which attach to critical friction surfaces, especially cylinder walls and bearings. Our Synthetic Engine Treatment protects your engine during cold starts when even the best motor oils are not effective. It reduces engine wear and can be used in both diesel and gasoline engines. FX805:

- Fully formulated synthetic base motor oil meets or exceeds GF5 requirements which help reduce emissions and maximize fuel economy
- Helps extend engine life in vehicles of any age
- Helps reduce engine wear, prevent sludge buildup and control oil consumption
- Outstanding protection for critical engine parts even at high temperatures
- Contains unique support package that helps bond PTFE to the metal parts of the engine resulting in lower friction and lower wear on surfaces
- Does not react to other chemicals within the motor oil
- Compatible with all types of motor oil and can be used in gas or diesel engines
- One super concentrated 16Oz bottle treats up to 6 quarts of oil



TM5646 Throttle Muscle Engine Scrub is a super concentrated premium crankcase cleaner. While some engine flushes are only a solvent, Throttle Muscle Engine Scrub also contains a special residue solubilizer and a high quality engine oil base. Our 16 Oz super concentrated formula has the same cleansing ability as a full gallon bottle of competitive products. To perform a complete engine flush, simply add our 16 Oz bottle of Engine Scrub along with 3.5 quarts of new motor oil and a new oil filter. For a quick engine flush, simply add the 16 Oz bottle to the crankcase prior to draining.

Engine Scrub Benefits:

- Super Concentrated Formula helps reduce cost and carbon footprint
- Helps remove sludge and harmful engine deposits
- Restores engine cleanliness in preparation for new motor oil
- Helps maximize engine service life
- Excellent for use after an extended drain interval or unknown service history



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Throttle Muscle Products

TM2846 Throttle Muscle Monster Scrubber is a high quality pumice lotion hand cleaner. It works hard to remove dirt and grime, yet is gentle on the skin. Monster Scrubber contains no petroleum solvents, is completely biodegradable and is non-toxic. Monster Scrubber cleans off the grease and oil, leaves hands feeling clean and soft and comes in a fabulous citrus scent!

EXCLUSIVE PROPERTIES

- Snow Flake Surfactants – Reduces surface tension and penetrates greasy solids
- ½ Size Natural Pumice (not plastics) - Reaches cracks and under nails
- D-Limonene – The most powerful orange citrus solvent to break up grease and dirt
- T 90 Oil - Keeps hands soft and restores the natural oils in your skin
- Wall Dispensers - For the 4.25 lb containers for easy application
- High-grade emulsifiers- lifts and holds dirt in suspension
- Water Softeners - Soft water maximizes the effectiveness of cleaning



TM 8662 Throttle Muscle Steer+ Power Steering Fluid is an excellent top-off fluid for use in automotive shops. Steer+ meets O.E.M. requirements for General Motors, Ford, Chrysler, Honda, ATF applications, on most automobiles and light trucks. Throttle Muscle Steer+ Power Steering Fluid helps protect against wear, oxidation, corrosion, foaming, clogging and helps prevent leaks by rejuvenating seals.

Benefits:

- Helps remove wear metals, debris, and contaminants
- Restores steering: secure, quiet and smooth.
- Helps protect against wear, oxidation and corrosion.
- Contains an anti-foaming additive
- Helps prevent leaks by rejuvenating seals
- Meets O.E.M. requirements for General Motors, Ford, Chrysler, Honda, and ATF fluid applications



MAKE A MUSCLE

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Throttle Muscle Products

TM2229 Throttle Muscle VisiClean is a super concentrated windshield washer fluid. Designed for the automotive service center, VisiClean offers a superior economical model to most competitive products. One ounce of VisiClean Super Concentrate produces up to 1,375 gallons of windshield washer fluid. This equates to 25 drums of washer fluid. Imagine the shipping costs associated with 25 drums of product, then imagine the storage space and handling of that volume. VisiClean replaces all of that with a small one ounce bottle.

VisiClean benefits:

- 1 bottle makes over 25 drums of washer fluid
- Helps ensure a consistent, high quality product, even at the highest dilution ratio.
- Easily removes the most stubborn road film, bugs, dirt and oils
- Special blend of a custom combination of solvents and cleansers
- Costs as low as \$0.015 per gallon of washer fluid
- To use in winter months, a methanol conversion chart is available.



A VISICLEAN
SMALL ONE
OUNCE BOTTLE



OVER 24 DRUMS OF WASHER FLUID

Muscle Blades Products

Muscle Blades windshield wiper blades are designed with the automotive shop in mind. Many automotive shops count on add on sales to help boost profitability. In fact, with many automotive outlets using an oil change as a loss leader, profitability on a normal oil change is usually marginal at best.

With Muscle Blades, we are providing automotive shops with not only a great product, but also with the tools and knowledge needed to boost sales and profitability. There are many choices out there when it comes to windshield wiper blades. It is a very competitive marketplace.

However, we offer several benefits that go beyond the "product" that can help installers and their profitability. Aside from price, here are some of the benefits Muscle Blades brings to the table:

- Relationship with MDA
- Point of sale materials
 - Posters
 - Window Clings
 - Shelf Dangers
 - Computer Toppers
 - Table Tents
- Training materials
 - Product information sheets
 - Sample product bundling ideas
- Proven results!

It's easy for many consumers to forget that wiper blades are a safety feature – until they end up driving in heavy rain or snow, or are blinded by glare. An unclean or obscured windshield is a true hazard. Typically drivers don't realize that the wipers are worn out until their visibility is truly limited. By that time it is generally too late, as many accidents are a result of poor visibility.

Wiper blades have a finite service life, as they perform a hazardous duty in harsh conditions. Dirt, debris and road grime wear down wipers, and sunlight breaks down their rubber edges. Beyond visibility, it is important not to wait too long to replace a blade as a torn wiper blade can allow the wiper arm to rub against the glass, possibly scratching the window. According to Consumer Reports, wiper blades should be replaced every six months.



MAKE A MUSCLE

Make a Difference® for MDA

Muscle Blades Products

Muscle Blades ProBlade

Muscle Blades ProBlade has the quality of many top competitor brands but at a much more competitive price. Our ProBlade is designed for dependable wiping performance. Every blade incorporates a durable metal frame and a precision cut natural rubber wiping element. The results are a premium wiping performance and crystal clear visibility for safer driving!

Each ProBlade comes with adapters to help ensure proper installation on more than 98% of modern vehicles. Each ProBlade:

- All metal, heavy gauged frame for durability
- Natural molded rubber for longer life
- Aerodynamic frame to prevent windlift
- Stainless steel spline
- Crimped metal joints



Muscle Blades EliteBeam

Each year, more and more vehicle manufacturers are specifying beam blades as original equipment. Beam wiper blades are designed without metal or plastic brackets, joints or hinges, offering design and performance improvements over conventional wiper blades. Muscle Blades Elite Beam Blade distributes more uniform pressure along the entire length of the blade for ultimate all-season performance.

Muscle Blades EliteBeam line is the first beam blade program to offer near full coverage on all new OEM applications in just 10 part numbers (compared to competitors 20+). All our EliteBeam blades feature:

- One wiper for all seasons; All-Rubber Frameless blade works in all weather conditions
- A central pressure point for smooth and quiet wiping operation
- A wiper for all new OEM wiper arm applications; each package contains necessary connectors needed for all applications.
- With less moving parts, a concealed spring mechanism and lower profile, our Muscle Blades EliteBeam Blades offer a superior design over conventional blades.
- The aerodynamic design and single beam construction reduce windlift and provides an increased downward pressure and contact on the windshield.
- Elite Beam blades lighter weight, maximum durability, lower noise and chatter and more modern and contemporary look, they are increasing in popularity throughout the market place.



Why Cause Marketing

Corporate social responsibility has evolved beyond simply writing a check to a charitable foundation and then publicizing the gift. As major corporations around the world are increasingly reporting that corporate social responsibility is essential to their business, many are looking to cause-related marketing programs as a way to enhance their brand and attract new customers. Leading businesses are recognizing that linking a cause related initiative directly to a brand can be a win-win for both the corporations and the non-profit organizations that are partnering.

There are a range of benefits that flow to companies that embed a cause within their brand. Increased sales and the opportunity to attract new customers top the list, but company reputation and employee loyalty are benefits not to be overlooked in the competitive marketplace. In fact, cause-related programs can become a core component of a company's corporate identity and overall strategy. Companies that reach deep into their history, values, and culture can develop comprehensive programs that create long-term brand value and drive profitable futures. REV Your Cause strives to help companies reach this authentic integration.

It's a fact - Cause Marketing Efforts Drive Customer Loyalty. A majority of customers will pay more for a service if they know it is benefiting a charitable cause! REV Your Cause commissioned a survey in early 2012. The survey was deployed to over 100,000 consumers across the US. The statistically significant results were rather surprising (in a good way!). More than 80% of respondents indicated they'd be more likely to use a service provider that supported a charitable cause than one that didn't. 64.6% of respondents indicated they'd pay MORE for a product or service that they knew was benefiting a charitable cause in some form or manner.

What this study proved to us is that there is value in cause marketing in driving both loyalty AND new trial. Not only that, but in most cases, customers are willing to pay MORE for a product or service that has some sort of contribution going to a charitable cause. At REV Your Cause, we give our company partners the best of both worlds. We provide a high quality, performance based product AND a tie-in to a well-known charitable cause! Other facts:

- 81.8% of respondents are more likely to choose a service provider or product that supports a charity over one that doesn't.
- 64.6% of respondents would pay more for a product or service if they knew a portion went to a charity.
- 84.6% would choose to add on a product they'd benefit from if it was for a charitable cause.

The logo for MDA (Muscular Dystrophy Association) is displayed in a large, bold, metallic 3D font. The letters are white with a silver gradient and a dark shadow, giving it a three-dimensional appearance. A registered trademark symbol (®) is located to the upper right of the 'A'.

Fighting Muscle Disease

Sample Point of purchase Materials

Point of purchase materials are available at no charge for both Throttle Muscle and Muscle Blade products. We also have POP available for centers carrying both lines of products. Here you will see a sample of the POP available and we will always customize POP to fit your specific needs! Wristbands available in limited quantities.

Sample Lobby Posters 24" X 24" or 18" X 24"



Sample Window Clings 16" X 20"



Sample Shelf Hanger, Table Tent, Donation Plaque and Wristbands



MAKE A MUSCLE

Make a Difference[®] for MDA

MDA Support

MDA Support

MDA is the nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education.

The Association's comprehensive services program includes diagnostic and follow-up medical consultations, flu shots, support groups, MDA summer camps for youngsters, a national medical equipment program, assistance with equipment repairs and modifications, and resource referrals.

Through its national advocacy program, MDA works to make life better for people with muscular dystrophy and related muscle diseases by providing representation in matters of public policy and research advancement, nationally and internationally, and facilitating active involvement in these areas by the people it serves.

MDA has pledged support to Throttle Muscle and Muscle Blades installers. The support will come in way of POP items, donation reports and recognition for installer donations. MDA will also support installers by encouraging local ambassadors to visit participating locations and encourage consumers to visit installers utilizing the program.



MDA[®]

Fighting Muscle Disease



FAQ

Frequently Asked Questions

What are the advantages of using Throttle Muscle fuel treatments?

Throttle Muscle fuel treatments are designed to clean fuel injectors and help prevent future deposit buildup. Clogged or dirty fuel injectors reduce the flow of fuel into the combustion chamber of the engine. This causes the engine to run inefficiently. An inefficient engine will use more fuel and most likely emit more emissions. Using Throttle Muscle regularly will help keep injectors clean and your engine running at peak efficiency.

How often should I use Throttle Muscle fuel treatments?

Throttle Muscle fuel treatments are designed to be used at each oil change interval. However, more frequent use may be recommended depending on fuel quality, driving conditions and age of the vehicle. Throttle Muscle fuel treatments are meant to be used as a preventive maintenance measures and will not fix damaged engine components. More frequent use will not cause harm to a vehicle, but may not provide any additional benefit.

Are Throttle Muscle fuel treatments safe for all vehicles?

Throttle Muscle pour in fuel treatments are safe for all gasoline powered on-road vehicles.

Throttle Muscle pour in fuel treatments are not designed to be used on diesel engines. Throttle Power Pro should only be used by professional installers as there are particular vehicles it should not be used on.

What are the advantages of using Throttle Muscle engine treatments?

Throttle Muscle FX805 Synthetic Engine Treatment is designed to work effectively with today's superior synthetic oils without diluting their synthetic base. FX805 contains PTFE resins that bonds to metal engine parts to help reduce friction, heat and wear. While today's synthetic motor oils perform exceptionally well at operating temperatures, FX805 helps protect the engine during cold startups and at higher temperatures.

Throttle Muscle +75K Engine Treatment is designed for vehicles with over 75,000 miles. It is designed to work effectively with higher mileage oils without diluting their effectiveness. +75K Engine Treatment is blended with high mileage base oil and contains PTFE resins that bonds to metal engine parts. PTFE helps reduce friction, heat and wear.

Can Throttle Muscle FX805 Synthetic Engine Treatment be used with only synthetic oil?

Throttle Muscle FX805 Synthetic Engine Treatment is formulated with synthetic base stock oil. It is safe to use with any type of motor oil. When added to conventional oil, it helps add the characteristics of the synthetic oil and blends with the conventional oil. FX805 is also safe to use in high mileage oil, however we would recommend using +75K Engine Treatment with high mileage oil. Both FX805 and +75K Engine Treatments are safe for use in diesel oil.

Why should I carry Throttle Muscle and Muscle Blades over the competition?

Throttle Muscle Fuel and Engine Treatments as well as Muscle Blades ProBlades and EliteBeam blades are all high quality products available to installers at a very competitive price.

Each product comes with a no questions asked money back guarantee. Throttle Muscle and Muscle Blades also have the benefit of giving to the MDA. Each purchase by an installer includes an automatic donation to MDA on behalf of the buyer. MDA supplies giveaway items for customers, point of purchase material and special recognitions.

What type of support do you provide installers?

Throttle Muscle and Muscle Blades both have several layers of support for installers. Each installer is provided with point of purchase material including: lobby posters, window clings, monitor toppers and shelf danglers. We also provide customized bundling menus and sales aids. MDA also provides customer giveaway items with each purchase of Throttle Muscle. We also have a dealer locator on our website that directs consumers to participating locations!

What if my customer is unhappy with the performance of the product?

Throttle Muscle and Muscle Blades are committed to complete customer satisfaction. The number one objective is to keep customers happy! If for any reason a customer is dissatisfied with one of our products we will replace it free of charge. No questions asked.

What do my team members get out of selling Throttle Muscle and/or Muscle Blades?

We believe that your team's success is our success. We will provide energy, support and enthusiasm. We also hold periodic contests and award shirts, hats and other fun Throttle Muscle / Muscle Blades items. Our number one goal is to maximize donations to MDA, so unlike other brands we don't offer cash prizes or commissions.

Do we get something to show our customers we are donating?

Yes, absolutely! We make a donation to MDA automatically with each purchase of Throttle Muscle and/or Muscle Blades.

At the conclusion of each quarter, we provide the purchasing service center with a certificate to hang in the lobby recognizing the donations made to MDA.

Why are your bottles only 60z? Is it as good as a 120z bottle?

Our 60z fuel treatments are super concentrated and treat 21 gallons of gas! Most traditional 120z bottles treat 15 gallons. We prefer our super concentrated formula as it cuts down on our environmental impact. With less packaging, less weight and less waste, our products outperform typical treatments with twice the volume!

Why should I go through the hassle of switching brands/suppliers?

We know that switching brands/suppliers can be challenging. However, given the relative low number of SKUs, it is quite simple to rotate our products in. We feel our pricing and benefits are worth the time and effort of converting to Throttle Muscle and/or Muscle Blades.

How did you get the cost down so much? Is it an inferior product?

No, our products are definitely not inferior! Our entire organization is committed to providing high quality products at low costs which provide funding to MDA. Not only are we passionate about our support of MDA, our suppliers and manufacturing partners are equally as committed. We also do not provide kickbacks or other cash incentives to installers or their employees.

How will the donation be made in my company's name? What will I have to do?

At the end of each quarter we provide MDA with a purchase report from all distributors. This report includes the name of each service center and the total number of purchases. MDA will create a donation certificate for your store to hang in the lobby. You don't have to do anything! (except of course purchase Throttle Muscle and Muscle Blades!)

Have these products been tested? By who?

Our manufacturing facility has three on staff chemists that regularly test and retest Throttle Muscle products. Not only are the products tested for performance, they are tested for consistency and quality.

Aren't fuel treatments and engine treatments just snake oil?

The term "snake oil" is used to describe the "medicines" sold by traveling salesmen who claimed they would cure whatever might ail a person. The era of snake oil salesmen is, for the most part, dead. But the same type of too-good-to-be-true advertising lives on with some modern day automotive elixirs, which we have dubbed "snake oils". Why pay \$3500 for a new engine when all you need is a couple of magic pellets dropped through the spark plug holes. Why pay \$600 for a new power steering rack when a \$5.00 bottle of power steering stop leak is "guaranteed" to work. Why spend \$300 on a new converter when a bottle of "Guaranteed to Pass" is a mere \$15.00.

A trip down the aisles of your local Auto Parts store will demonstrate that I did not make these claims up – you'll find them on the backs of various products. But the old axiom, "If it sounds too good to be true, it probably is", still holds true. Throttle Muscle products aren't magic pills that are mysteriously going to fix something that is broken. Our products are designed to help prolong the life of your vehicle. With most consumers indicating they intend to keep their vehicles longer and longer, our goal is to help keep repair costs low by providing good preventive maintenance treatments.



www.ThrottleMuscle.com



www.MuscleBlades.com

Order today from:

Service Champ: (800) 221-0216

Jiffy Supply: (855) 738-9687

MAKE A MUSCLE

Make a Difference® for MDA

Throttle Muscle Testimonial



Stats:

Position: **Store Manager**

Store: **Arroyo Grande**

Throttle Muscle Fuel Treatments: **90%**

Throttle Muscle Engine Treatments: **59%**

Muscle Blades: **10.6%**



Dear Throttle Muscle,

Thank you for helping our team make a Muscle for MDA! It is great to provide our guests with a high quality Throttle Muscle product and know we are making a difference for MDA!

My name is Jolene Jones and I am the Manager of Jiffy Lube #1270. I am making a muscle for our local families that have real life needs! It is great to know that the money we raise is helping people today instead of just going towards big research.

Muscular Dystrophy is heartbreaking because many kids will never see adulthood. MDA makes it possible for them to experience life today as if they had no limitations. MDA is the most rewarding cause I have ever been able to participate in.

Thank you for adding donations to your products to help our local families!

Jolene Jones - Store Manager



MDA®

Fighting Muscle Disease

Throttle Muscle Testimonial

MAKE A MUSCLE

Make a Difference[®] for MDA



Dear Throttle Muscle,

Thank you for helping our team make a Muscle for MDA! Our team is committed to making a difference for those with muscle diseases and donations made through Throttle Muscle make a big difference.

My name is Pete Freitas and I am a District Manger for PCJL Inc. in California. I am making a muscle for all the local kids and families that are in need of support through MDA! It is an amazing feeling to see and hear the appreciation they have for our efforts.

Last month our service centers averaged 83% on Throttle Muscle pour in fuel treatments and 50% on Throttle Muscle Engine Treatments. Utilizing bundling and package suggestions from Throttle Muscle, we were able to raise our percentage by almost six times. That has yielded another \$350 per store in MDA donations each month!

Thank you for making this possible!

Pete Freitas, District Manager



Stats:

Position: **District Manager**

Throttle Muscle Fuel Treatments: **83%**

Throttle Muscle Engine Treatments: **50%**

Muscle Blades: **11.8%**



MAKE A MUSCLE

Make a Difference® for MDA

Throttle Muscle Testimonial



Dear Throttle Muscle,

Thank you for helping our team make a Muscle for MDA! My team and I love the chance to help out the kids and their families. Throttle Muscle is a great product and the fact that it includes a donation to MDA is awesome.

My name is Mario Esparza and I am the District Manager for PCJL, Inc. I am making a muscle to help local families send their kids to summer camp and to help make each of their lives more comfortable.

Last month our company averaged 80% on Throttle Muscle pour in fuel treatments, 70% on Throttle Muscle Engine Treatments and 12.5% on Muscle Blades. It makes me feel good to know we are helping raise money and awareness for people like Abbey Umali who is without a doubt the most positive person I have met in my life!

Thank you for making this possible!

Mario Esparza, District Manager

Stats:

Position: **District Manager**

Throttle Muscle Fuel Treatments: **80%**

Throttle Muscle Engine Treatments: **70%**

Muscle Blades: **12.5%**





Dear Throttle Muscle Customer,

Thank you for helping our team make a Muscle for MDA! I am committed to raising funds that will help support the research it takes to find the cures for muscle diseases.

My name is Tara Mead and I am an owner of REV Your Cause, LLC. I helped start the company because everyone I have met at MDA is so upbeat and positive it would be impossible not to get on board and want to help them 100% I want to make it easy for everyone to help.

One thing that makes me passionate about MDA is hearing local families talk about their experience with muscular dystrophy and the hope MDA gives them. Knowing that there is still a chance to develop an effective treatment or cure makes me want to do everything in my power to help! Your purchase of Throttle Muscle and Muscle Blades brings us one step closer!

Thank you for considering us!

Tara Mead, Owner

tkmead@revyourcause.com
805.354.7077





Stats:

Position: **Store Manager**

Store: **San Luis Obispo, CA**

Throttle Muscle Fuel Treatments: **83%**

Throttle Muscle Engine Treatments: **68%**

Muscle Blades: **6.2%**

Dear Throttle Muscle,

Thank you for helping our team make a Muscle for MDA! My team and I love the chance to help out our local community. Throttle Muscle is a great product and the fact that it includes a donation to MDA adds to the value.

My name is Abraham Navarro and I am the manager of Jiffy Lube 1002 in Goleta, CA. My J-Team was the number one fundraising store in the Nation during our most recent MDA National Promotion. I am making a muscle to help fund research for muscular diseases where a cure has not been found yet.

Last month our service center averaged 83% on Throttle Muscle pour in fuel treatments, 68% on Throttle Muscle Engine Treatments and 6.2% on Muscle Blades. I am happy we are able to give back to OUR local community together. Our customers are happy to know that they, too, are contributing to MDA for every purchase made! Thank you for making this possible!

Abraham Navarro, Store Manager





Dear Throttle Muscle Customer,

Thank you for helping our team make a Muscle for MDA! I am passionate about making a difference for those with Muscular Dystrophy.

My name is John Shutt and I am a partner of Rev Your Cause, LLC. My office is located in Phoenix, AZ about 2 hours from the national MDA headquarters. I have always wanted to participate in a great cause. Rev Your Cause has given me that chance. Volunteering for local Summer Camps has been such a personal and fulfilling experience for me. It's such a great chance to meet the children and families affected by Muscular Dystrophy. Knowing you are making a difference is great, but seeing their faces smile and light up with joy is more rewarding than anything else.

Supporting the children and families of Muscular Dystrophy is important. We make it easy with affordable pricing and quality products. All donations are built into the cost. All you have to do is Make a Difference!

Thank you for considering us!

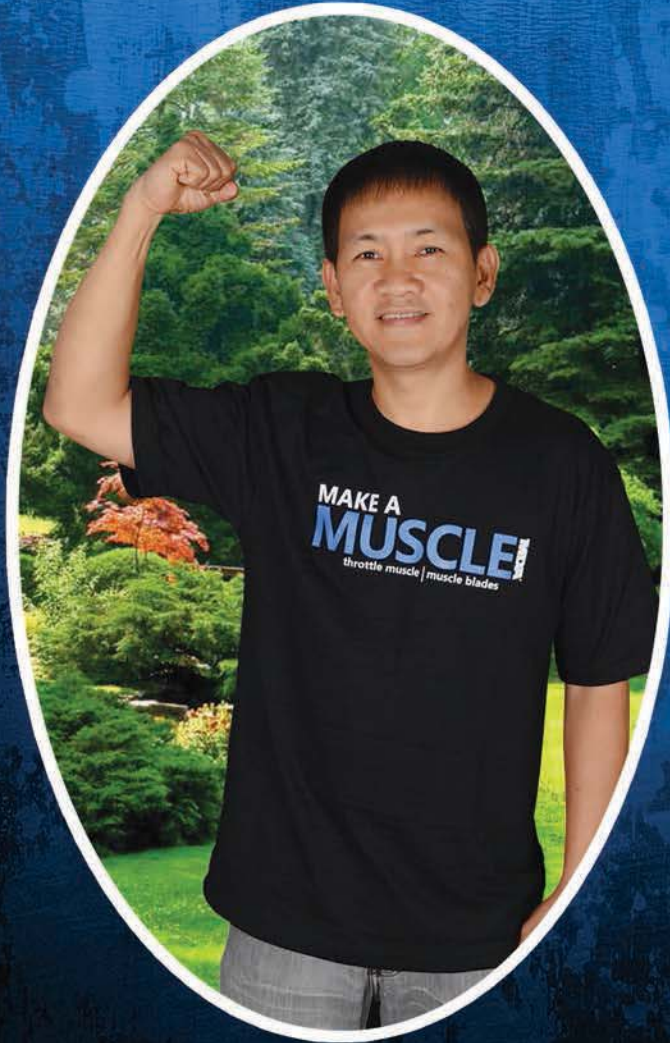
John Shutt, Business Partner



MAKE A MUSCLE

Make a Difference® for MDA

Throttle Muscle Testimonial



Dear Friends,

My name is Arcadio "atho" Valentin Jr., I'm a graphic designer tied up with Throttle Muscle. My family and I here at the Philippines are very thankful for being a part of this amazing company. Not only that they have given us a means for earning, but with its very amazing advocacy in raising funds for MDA.

MDA helps children with Muscular Dystrophy be positive and happy, and provides free health care clinic for them.

Join us in helping these children by supporting Make a Muscle by using Throttle Muscle and Muscle Blades. For every time we purchase these product we make a child with Muscular Dystrophy smile.

Thank you Throttle Muscle for making this possible.



MDA®
Fighting Muscle Disease



Dear Throttle Muscle Customer,

Thank you for helping our team make a Muscle for MDA! I am committed to making a muscle for MDA because it brings joy to my life knowing I am making a difference in someone else's life!

My name is Diana Cisneros and I am an owner of REV Your Cause, LLC. I helped start the company because I want to do more for our local families that suffer from muscular diseases. Each one I have met can't stop talking about the love and support they receive from MDA!

It makes me feel good to know that our donations help to fund research and to keep summer camps and MDA clinics open for all those that MDA helps to serve! Your purchase of Throttle Muscle and Muscle Blades helps the MDA help others. Your donation is built into the cost, so there is nothing more to do!

Thank you for considering us!

Diana Cisneros, Business Partner

dcisneros@revyourcause.com
805.354.7077



MAKE A MUSCLE

Make a Difference® for MDA

Throttle Muscle Testimonial



Dear Throttle Muscle Customer,

Thank you for helping our team make a Muscle for MDA! I am committed to help provide funds for research towards the cure of muscular diseases.

My name is Cody Mead and I am an owner of REV Your Cause, LLC. I helped start the company because I met Abbey Umali and had a chance to get to know her and her family. She was so positive and uplifting that I instantly knew I wanted to do everything I could to help MDA!

One thing that makes me passionate about MDA is hearing local families talk about their experience with muscular dystrophy and the hope MDA gives them. Your purchase of Throttle Muscle and Muscle Blades brings us one step closer! Your donation is built into the cost so there is nothing more to do!

Thank you for considering us!

Cody Mead, Owner

chmead@revyourcause.com
805.354.7077





Cause Marketing has always been near and dear to my heart. Not only does it make smart business sense, it gives me a sense of fulfillment to help others. As a Jiffy Lube Franchisee, I have been blessed to work with two great organizations: American Heart Association and Muscular Dystrophy Association. During the last year of Jiffy Lube's national partnership with AHA, my franchise group of 41 Jiffy Lube centers raised over \$180,000 for the cause. Our goal for the first year of the MDA promotion was to match that total, but our franchise group had gone through some large transitions and we were down to only 14 Jiffy Lube centers.

During a convention in Chicago, MDA Executive Vice President Kevin Moran invited the entire Jiffy Lube Marketing Committee to dinner to meet Goodwill Ambassador Abby Umali. Fortunately for me, I was the only Franchisee to accept the invitation and was blessed with the opportunity to bring my entire team with me to that dinner. It was that intimate dinner in Chicago that provided all the motivation I, along with my team, needed to look outside the box to do more for MDA than just participate in our National partnership. When our team returned to California, our team meetings all seemed to circle back to one thing: "what are we going to do to help MDA?"



Over the next several months, our team worked tirelessly to develop two new brands of products with the primary objective to raise money for MDA. I can't say enough about my team and their commitment to this great cause. Most importantly though, it gives me a great sense of fulfillment to spend time with the Umali family and other great local MDA families and see the things MDA does to help them in so many different ways. The MDA is full of wonderful people who all genuinely care about the people they serve, too many to name here. I am fortunate to be able to call many of these people friends and for that I am truly grateful.



Sean Porcher
Jiffy Lube Franchisee



1

Select Your Service Level

	BASIC OIL CHANGE	COMPLETE OIL CHANGE	BEST CHOICE! PREMIUM OIL CHANGE
Change:			
Oil with up to 5 quarts	✓	✓	✓
Oil filter	✓	✓	✓
Check:			
Brake fluid level	✓	✓	✓
Serpentine belts	✓	✓	✓
Wiper blades	✓	✓	✓
Coolant reservoir level	✓	✓	✓
Engine air filtration system	✓	✓	✓
Exterior lights	✓	✓	✓
Chasis, lubricate as needed	✓	✓	✓
Windshield condition	✓	✓	✓
Fill (as needed):			
Tire pressure	✓	✓	✓
Transmission / transaxle		✓	✓
Differentials		✓	✓
Transfer case		✓	✓
Power steering		✓	✓
Windshield washer		✓	✓
Complimentary top-offs		✓	✓
Clean:			
Front windshield	✓	✓	✓
Exterior windows		✓	✓
Vacuum interior floors		✓	✓
Premiums:			
Coolant reservoir top-off		✓	✓
Throttle Muscle Fuel Treatment		✓	✓
Throttle Muscle Engine Treatment			✓
	\$34.99 <i>Save \$5</i>	\$44.99 <i>Save \$25</i>	\$54.99 <i>Save \$45</i>



What is MDA?

MDA is the nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education.

How does MDA help in our community?

MDA has the most comprehensive program of any voluntary health agency in the country, providing the following services:

- **Clinics** — MDA's medical clinics are staffed by top health professionals skilled in the diagnosis and medical management of neuromuscular diseases. Services may include occupational, physical and respiratory therapy; diagnostic tests; genetic counseling; and more.
- **Summer camp** — Local youngsters ages 6 to 17 with neuromuscular diseases can attend a free week of camp, with activities like fishing, dancing, games, arts and crafts, and more.
- **Support groups** — Local groups offer emotional and practical support to individuals affected by neuromuscular disease, their families and caregivers.
- **Equipment help** — MDA accepts donations of gently used durable medical equipment, repairs these items as needed, and provides them to individuals with neuromuscular disease to enhance mobility, independence and quality of life.
- **Free annual flu shots**
- **Online support services** — Through MDA's Facebook, Twitter and Google+ communities, individuals and families can stay connected, as well as through *myMuscleTeam*, an online service that helps individuals and families coordinate volunteer help.
- **Advocacy and community outreach**
- **Public and professional health education** — MDA provides the latest research and health care news in print and online (mda.org); sponsors educational conferences; and offers informational publications covering all the diseases under MDA's umbrella, plus MDA programs and services.

MDA®

Fighting Muscle Disease



MAKE A MUSCLE

Make a Difference® for MDA



MUSCLE BLADES

www.ThrottleMuscle.com

Order today from:
Jiffy Supply: (855) 738-9687



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FX805
Synthetic Engine Treatment

+75K
Higher Mileage Vehicle Treatments

REV
YOUR CAUSE
A Limited Liability Company

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Fighting Muscle Disease