National Automotive
Parts Association
2999 Circle 75 Parkway
Atlanta, GA 30339

Phone: 770-956-2200
Fax: 770-956-2201

Dear NAPA Store Owner:

As you know, NAPA has devoted millions of dollars to national advertising in print, radio and television media to achieve a high level of recognition by the U.S. motoring public of the NAPA name and logo. To further this recognition, we are asking all NAPA Store Owners to participate in the NAPA AUTO PARTS Identification Program which involves:

- Using the name "NAPA AUTO PARTS" to identify your store in signs, advertising, telephone directory listings and other store identification material as would be appropriate for your business.

- Utilization of the "Pipeline Plus" or "Pipeline" exterior design.

- Participating in the NAPA National Advertising Program.

This letter authorizes you to use the trademarks and service marks such as the NAPA logo and "NAPA AUTO PARTS" which are held by the National Automotive Parts Association. These designs and phrases are registered by NAPA for use by NAPA Store Owners for store identification in advertising, signage, stationary and similar material. The utilization of these designs and phrases must comply with their intended use and graphic design as defined by the NAPA Graphic Standards Manual to protect NAPA's rights under trademark law. We have attached a copy of the guidelines for the NAPA logo for your use. If you have questions about the use of the marks, please contact your distribution center or NAPA Headquarters.

The consent use "NAPA AUTO PARTS" and use of the various NAPA marks and service marks described in this letter will continue as long as you continue to use a NAPA Distribution Center as a source of supply for your store(s). Should you for any reason, voluntary or involuntary, cease to be an outlet for NAPA brand products, you forfeit all rights and privileges to use the NAPA name, trademarks or service marks. (In addition, NAPA will buy back from your business, at depreciated value, all logos, sign letters and other NAPA identified signage material.)

