

JET GROUP

November 25, 2013

Dear Valued JET and Pioneer Customer:

On December 1st, 2013, JET and Pioneer, two complementary members of the JET Group, will be merged into one entity. Although Pioneer Protective Products Ltd. will be amalgamated into JET Equipment & Tools Ltd. (the legal name of the combined company), the JET, Strongarm and ITC brands will continue to represent the tool and equipment product portfolios while the Pioneer brand will represent the safety product portfolio.

The two companies have been working behind the scenes to align their operations in providing you, our customer, with a seamless customer service experience. Our mission moving forward will be:

Professional Products, One Source, Made Easy.

Our goal is to make it easier for you to grow the profitability of your business, by partnering with Canada's only single source supplier for branded tools, equipment and safety products. We will continue to focus on supplying the professional end users in Canada with premium quality products, through partner distribution.

A Few Exciting Changes for December 1st, 2013:

New Integrated Sales Team:

We are pleased to announce that Clive Shepherd has joined the JET Group in the newly created position, Vice President of Sales. Clive has extensive Canadian and International sales and marketing experience, specializing in the automotive, oil & gas and logistic markets.

We have increased the number of sales personnel and product specialists to provide you additional value added service and support. Our sales force will be contacting you to share the exciting new programs we have developed to enhance and grow your business. We are now one unified sales force, representing the entire portfolio of brands owned by the JET Group.



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New Integrated JET Group Freight Program:

Effective December 1st, all orders exceeding \$1,000* with any combination of Pioneer, JET, Strongarm and ITC branded products will be shipped together, prepaid by the JET Group, to all Canadian customer locations.

* All Territories, Labrador and Newfoundland will remain prepaid with a \$1,500 minimum order. Irregular shipping routes to be monitored and adjusted at JET Group discretion if necessary.

New and Improved JET Group Service Hours:

Effective December 1st, 2013, all of our branches coast to coast, as well as our Inside Sales / Customer Service support team, will expand our hours of operations to: **8:00am to 5:00pm** (Monday to Friday).

New JET Group Contact Information:

As part of the JET Group merger, we have simplified our contact information. Please update your contact information to encompass the following for all JET Group enquiries:

Western Canada & Territories (Vancouver Customer Service Centre)

Toll Free Tel: 1-800-472-7685
Toll Free Fax: 1-800-663-7742
Sales Phone: 604-523-7600
Sales Fax: 604-523-7693

Ontario & Quebec (Toronto Customer Service Centre)

Toll Free Tel: 1-800-387-3879
Sans frais Tél. : 1-800-363-2885 (Français)
Toll Free Fax: 1-800-267-3310
Sales Phone: 905-565-8661
Sales Fax: 905-565-7266

Atlantic Canada (Halifax Customer Service Centre)

Toll Free Tel: 1-800-472-7686
Toll Free Fax: 1-877-468-3461
Sales Phone: 902-468-8324
Sales Fax: 902-468-3461

Head Office (Vancouver)

Phone: 604-523-TOOL (8665)
Fax: 604-526-JET1 (5381)

General inquiries: info@jetgroupbrands.com

Our website landing has changed to: www.jetgroupbrands.com



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The JET Group is committed to providing you an unparalleled offering of products and service. We look forward to announcing more products and services that will complement your business.

Please feel free to contact any of us should you have any questions about this exciting change.

Sincerely,

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