



FOR IMMEDIATE RELEASE

**FALKEN TIRE TO EXPAND REWARD OPTIONS FOR
FALKEN FANATIC DEALERS**

*Dealers can now choose to earn popular consumer rewards, including
airline miles, gift cards and hotel points*

RANCHO CUCAMONGA, CA (July 3, 2014)—Falken Tire, the high performance brand, has introduced a dynamic new component to its popular Falken FANATIC Dealer loyalty program. The expanded program – which took effect on July 1 – will feature new rewards available to dealers complementing the existing cash bonuses and Falken Fanatic points.

Falken’s upgraded program – the first of its kind in the industry – features a new partnership with Lift & Shift designed to provide dealers with more choice in how they wish to be rewarded. Dealers can choose to earn cash rewards or select from a number of other popular rewards offered by Lift & Shift, including frequent flyer currencies, hotel points or Gift Card Points™, which can be redeemed for a different retailer gift cards.

Dealers also will now be able to redeem their Falken FANATIC Points for these same reward currencies, enabling them to add to their favorite reward account balances even faster.

“We are excited to be able to provide Falken’s dealers with the opportunity to earn miles or points towards many of the programs they already use,” said Graham Farrell, President of Lift & Shift, which also will administer the upgraded program. “The FANATIC team immediately understood the benefits associated with our unique reward platform and we look very forward to building upon it in helping to ensure the Fanatic Program remains the industry leader.”

Through a dedicated link, Falken’s dealers will be able to visit a special Fanatic – Lift & Shift Rewards website and monitor their rewards history. Dealers also will be able to earn bonus miles and points by taking advantage of special offers offered by Falken on certain products throughout the year.

“It’s important to provide our FANATIC dealers with unique and exciting program rewards, and we felt partnering with Lift & Shift was the right move,” said Rick Brennan, Falken’s Executive Director of Marketing. “In soliciting feedback from our dealers, one key point they wanted to see was *new* rewards and benefits, so we responded. It’s our goal to consistently provide our dealers with the best loyalty program in the industry.”

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About Falken Tire

Falken Tire Corporation is based in Rancho Cucamonga, California, and has been in North America for over 30 years. A subsidiary of Sumitomo Rubber Industries, Falken is a leader in Ultra High Performance, Light Truck, Touring and All-Season tires which are distributed through five distribution centers across America – in Southern California; Tennessee; New Jersey; Texas; and Florida. The company utilizes multiple motorsports programs – drifting, sportscar racing and off-roading – to demonstrate its tires' capabilities and as a technological platform to continuously develop and improve its products for consumers worldwide. For more information, visit Falken Tire's website at www.falkentire.com.

About the Falken Fanatic Program

The Falken FANATIC Associate Dealer Program is a quarterly rewards-based program that pays cash directly to retail dealers for purchasing eligible Falken brand tires from a designated FANATIC distributor. Dealers earn cash for purchasing as few as 100 units per quarter and enjoy higher pay-outs based on three levels of performance. Unlike most associate dealer programs, FANATIC differentiates itself by featuring double or sometimes triple cash rewards on specific marketing lines throughout the year. The FANATIC program is designed to foster loyalty between Falken wholesale distributors and their retail dealers as cash rewards are only paid on tire units purchased from a designated distributor. In addition to some of the most aggressive cash pay-outs in the industry, FANATIC Dealers earn Marketing Points redeemable for a variety of great Falken gear including: Falken Tires; HPI remote-controlled cars; Cleveland Golf Bags & Wedges; indoor clocks & illuminated signs; polos, jackets & hats; tire stackers, pennants, and other items.

Also, FANATIC Dealers who achieve at least FAN status by purchasing a minimum of 100 Falken Tires in a quarter will earn Express Ship Privileges for the following quarter.

About Lift & Shift

Lift & Shift provides companies of any type with access to a unique collection of popular reward program currencies that can be used as the basis for effective customer loyalty, reward or incentive programs. Lift & Shift also owns and operates Gift Card Points™ and creates and manages proprietary “merchant-branded” reward currencies on behalf of clients. Lift & Shift makes its entire array of reward programs available to clients in order to help them increase the lifetime value of existing customers by retaining them for longer periods of time and securing a larger share of their category spending (LIFT), and to attract new customers to the business (SHIFT). To learn more, visit www.lift-and-shift.com.

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