



October 24, 2008

Dear Coach:

Greetings to you and your team. What an amazing summer! I think we all are still buzzing about the potential for swimming to grow after such an amazing Olympics. It is so thrilling to see that swimming is now being taken as such an important and desirable sport – something we all have known for years.

For those of you who haven't heard, the TYR athletes did a great job in the new Tracer Rise. **We had two Gold and three Silver medals won, 3 Olympic records, 1 World and American Record, and 1 European Record set in the new Tracer Rise.**

With such growth heading your and our way, and in the wake of such amazing new technological breakthroughs, I wanted to take this opportunity to discuss some important policies and positions we are enacting immediately. It's always been our goal to serve our TYR teams the best in the industry, and we have found that with education, planning, and communication, we can all serve our customers (the kids) better.

**Tracer Light** – We are actively producing this suit technology right now and growing our inventory. We have experienced strong demand and continue to chase availability. We recommend that you pre-order all your Tracer Light suits early in the season to ensure that your dealer has it on shelf. Availability of the Tracer Light will not be existent come championship season, so your dealer must have it on-shelf. We are doing what we can to encourage them to book the suit, but without your commitment, there is little chance you will be able to secure it when your team will need it most.

Tracer Light will only be provided to contracted teams through purchasing, and will not be available as a “free” championship suit at any level. We anticipate the Tracer Light being the most sought after suit, due to value and silhouette options, so please be prepared to order your suits early and advise your dealer what styles and sizes you anticipate. Discounts may apply, so consult your dealer or STAR representatives for specific contract stipulations and exceptions. Only qualifying teams with a current contract can qualify for discounts on Tracer. All Tracer MSRP and discounted pricing is printed below. For all non-Tracer-specific contracts, Tracer Light will be:

- Sold at 40% off MSRP for collegiate conference championships
- Sold at 65% off MSRP for NCAA Division 1 qualifiers
- Sold at 25% off MSRP for USA Sectional Qualifiers
- Sold at 65% off MSRP for Jr., Sr. National and YMCA National athletes

**Tracer Rise** – This is the highest performing and most expensive suit in our championship line-up. This is the suit which established records and medals at the Olympics. We have a limited silhouette offering for this technology (see [www.tyr.com](http://www.tyr.com))



for details), and will begin building inventory later this fall. This suit technology will not be available until early 2009. This technology was originally banned by the NCAA for their championships, but subsequently the NCAA rescinded their ban, so it WILL be offered to collegiate team for their championships. This about-face by the NCAA, while a fair and correct decision, is not without consequence. We have to plan our fabric and production needs months in advance, and planning for winter and early spring needs was predicated on not being allowed to use Tracer Rise to our many collegiate teams. We will be working overtime to react to this NCAA decision and again, your advanced ordering and timely demand to our dealers will help mitigate the effect of this decision. I cannot stress enough – if you put your team orders in now, the likelihood of getting your championship suits is dramatically improved over those teams who wait. We will make no guarantees that any championship suits will be available for immediate demand in January and beyond.

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Be sure to tell your athletes to review the sizing and fitting instructions for the Tracer technologies at <http://www.tyr.com/tracerfitting>

#### **Suit Care -**

Being the most elite and technologically advanced suit TYR has ever produced, the Tracer garments should be considered very sensitive and durability totally dependent upon the care of the user. All garments are 100% inspected from the factory, and we will not be issuing replacement suits for tears or abuse.

**Championship Ordering Procedure** – TYR has hired and trained the most accessible promotional personnel in the industry, as well as the most technologically advanced suits for our athletes. Our STAR staff members are located throughout the country and in your territory to serve your team. In addition to this, we have a full-time service member in-house at TYR headquarters available to answer any question and ensure a timely entry and delivery of your goods. You see us on-deck at most major competitions, and we do our best to meet any unanticipated need on-site. Our infrastructure is as strong as it’s ever been, and we will work to reduce any last minute emergencies. The contact list for your team is at the end of this letter.

Even with the best suits, infrastructure and a capable staff, it is impossible to bring suits, warm-ups, bags, etc. for everyone to all championship meets. Our goal has always been



to provide earned goods prior to any competition, delivered directly to you. This year we must stipulate that all promotional orders must be submitted directly to TYR no less than 30 days prior to any competition. For those events which have last-minute qualifiers (i.e. athletes who qualify within 30 days of their competition), we will be able to provide suits only, on deck. Please notify your STAR representative of specific suit needs for these late qualifiers. Unless your STAR representative was notified five days prior to the competition, suit requests on-deck can not be honored. Any bags or warm-ups for last-minute qualifiers will be shipped to the team address via UPS ground. We will only ship goods to teams for promotional orders via UPS ground. If you would like the gear faster, then you have the opportunity to pay for faster service directly – and should indicate so on the form provided. A credit card payment can be made for faster delivery.

**Meet Exclusivity** – Most of our club teams host at least one swimming meet per season, and we thank you for advising your meet vendor that, as a TYR team, you expect them to bring 80% or more TYR merchandise to the meet. If you would like more details on potential benefits that TYR can provide to the club for hosting a large competition, please contact your STAR for more details. We want to know more about the events you host, and there may be opportunities for collaboration and support, so please contact us.

**Non-Conforming Attire Policy** – For most of our teams, loyalty to the TYR brand has been consistent and high. This summer was no different as TYR had three times as many athletes in the TYR brand as we did in 2004. With the level of interest in so many new technical suits, it's easy to understand why a young athlete would be curious to experiment with other suits. With costs of the suits being substantially higher for everyone, we will be more diligent than ever making sure that if a suit and promotional gear is requested, then the expectation is that those athletes will wear our suit and display our brand, the team's brand. While very few incidents have taken place in the past where an athlete has chosen to wear another brand while on a TYR team, we are not naïve to this happening in the future. Nobody like surprises of this nature, so if there are any athletes who wear non-TYR suits or apparel while at a championship meet, I want to make it clear that this act is a direct violation of the spirit and intent of our collective promotional goals and contractual relationship. We hope you understand that TYR cannot provide literally hundreds of dollars in equipment support to any single athlete only to see that athlete swimming in a competitor's brand. Any attire violation will result in an immediate revocation of equipment privileges for themselves and all issued merchandise must be returned to TYR. Representing your team also includes representing your sponsor, and if there is a concern about this policy, then please contact me directly and we can address it individually and review ending a contract early.

### **Policy Summary**

We all anticipate having an outstanding year, and have never had an Olympic platform of this level with which to build our sport. We want to make our technology and team support policies very transparent so you can focus on developing your team. Here is a quick review of our new policies regarding team support

- Fusion<sup>2</sup> -** Available as a free suit under all contracts that stipulate a “free championship suit” for elite qualifiers
- Tracer Light -** Available as possible discount only (under team contract) – contact your STAR for contract stipulations
- Tracer Rise -** Available as possible discount only (under team contract) – contact your STAR for contract stipulations
- Championship Suit Ordering** – Order must be submitted via email on TYR form only. Forms must be complete to process (see form attached)
- Shipping Policy –** UPS Ground, unless requested and paid by credit card for by faster UPS delivery
- Late Qualifiers –** All athletes who qualify for incentives within 30 days of their championship must order via email on form, and receive suit only on-deck. Other equipment will be shipped via UPS Ground to team home location.
- On-Deck support -** For suit size swapping and late qualifier delivery only
- Meet Exclusivity -** All dealers vending for a TYR team must bring 80% exclusive TYR merchandise.
- Attire Violation -** Revocation of equipment privileges, required return of all TYR promotional merchandise, and subsequent review of contract continuation



**Tracer Light and Tracer Rise MSRP: Manufacturer Suggested Retail Price  
and Team Qualifying Discounted Pricing\***

Style		Description	MSRP	25% off MSRP	40% off MSRP	65% off MSRP
TLAB6A	Female	Tracer Light Aeroback	\$168.00	\$126.00	\$100.80	\$58.80
TLSJ6A	Female	Tracer Light Aeroback Short John	\$218.00	\$163.50	\$130.80	\$76.30
TLFB6A	Female	Tracer Light Aeroback Full Body	\$298.00	\$223.50	\$178.80	\$104.30
TLRA6A	Male	Tracer Light Racer	\$78.00	\$58.50	\$46.80	\$27.30
TLJA6A	Male	Tracer Light Jammer	\$138.00	\$103.50	\$82.80	\$48.30
TLTI6A	Male	Tracer Light Tight	\$188.00	\$141.00	\$112.80	\$65.80
TLMJ6A	Male	Tracer Light Short John	\$238.00	\$178.50	\$142.80	\$83.30
TLMF6A	Male	Tracer Light Full Body	\$318.00	\$238.50	\$190.80	\$111.30
TRZF6A	Female	Tracer Rise Zipperback Full Body	\$448.00	\$336.00	\$268.80	\$156.80
TRTI6A	Male	Tracer Rise Tight	\$248.00	\$186.00	\$148.80	\$86.80
TRMF6A	Male	Tracer Rise Full Body	\$448.00	\$336.00	\$268.80	\$156.80

\* Individual dealer pricing may vary slightly, this is intended as a guide for purchasing. Each team should consult their dealer for specific pricing.



**STAR Contact Information**

East Coast ME, VT, NH, MA, NY, RI, CT, NJ, PA, MD, WV, VA, DC, NC, SC, GA, FL	Katie DeScenza	804-855-8083	<a href="mailto:kdescenza@tyr.com">kdescenza@tyr.com</a>
Midwest and South ND, SD, NE, KS, MO, IA, MN, WI, IL, KY, IN, OH, MI TX, OK, AR, LA, MS, AL, TN	Mary Paulsen	317-513-4930	<a href="mailto:mpaulsen@tyr.com">mpaulsen@tyr.com</a>
West Coast WA, OR, CA, NV, AZ, AK NM, UT, CO, WY, MT, ID, HI	Erin Howarth	714-371-8309	<a href="mailto:ehowarth@tyr.com">ehowarth@tyr.com</a>
Promotional Coordinator	Jill Miller	714-897-0799	<a href="mailto:jmiller@tyr.com">jmiller@tyr.com</a>
Promotions Director	Matt Zimmer	847-577-4685	<a href="mailto:mzimmer@tyr.com">mzimmer@tyr.com</a>

Thank you for your review and acceptance of the above, and if you have any questions, please don't hesitate to contact me directly. I would be happy to hear from you. Have a great season and see you on deck soon.

Sincerely,

Matt Zimmer  
Team and Promotions Director  
TYR Sport, Inc  
[mzimmer@tyr.com](mailto:mzimmer@tyr.com)  
(o) 847-577-4685