



For Immediate Release
July 14, 2011

MAXXCARE “Million Point Giveaway” Promotion

GRAND ISLAND, NE – Boss Truck Shops, Inc., a subsidiary of Bosselman Inc., and Wingfoot Commercial Tire Systems, LLC, a subsidiary of The Goodyear Tire & Rubber Company, are pleased to announce an exciting Million Point Giveaway promotion in association with MAXXCARE, their new rewards program. The promotion is being offered in conjunction with Goodyear’s launch of its new UNI-MAXX TRUCK CARE network, in which Wingfoot, via the Wingfoot Truck Care Centers, and Boss Shops are the first two participants.

As part of their Million Point Giveaway, Boss Shops and Wingfoot will be giving away a total of 900,000 MAXXCARE points to the top 10 point earners in the rewards program for 2011. Points accumulated between June 13, 2011 and December 31, 2011 at all participating locations will qualify. In addition, they will be giving away a total of 100,000 points, or 10,000 points each, to 10 randomly-drawn active MAXXCARE card holders.

“Customer trust and loyalty has always been the cornerstone of our business, and what better way to reward that loyalty than giving our best customers a year-end bonus,” explains Chuck Bosselman, Chairman of Boss Truck Shops, Inc.

“We’re thrilled to be able to offer this promotion in conjunction with the UNI-MAXX TRUCK CARE network launch,” said Phillip Kane, Wingfoot’s President and COO, “and we think it is a great way to reward our most loyal customers and encourage new customers to give us a try.”

Million Point Giveaway Point Breakdown

1. 250,000 points awarded to top point earner
2. 150,000
3. 125,000
4. 100,000
5. 75,000
6. 60,000
7. 50,000
8. 40,000
9. 30,000
10. 20,000

Additionally, 10 randomly-drawn winners will receive 10,000 points each.

Drivers must have an active MAXXCARE rewards card in order to participate. Drivers may sign up for MAXXCARE and receive a card at participating Wingfoot (currently, only Wingfoot Truck Care Centers) and Boss Shop locations. The top 10 point earners are not eligible for the random drawing. No purchase is necessary to participate in the random drawing. This promotion is void where prohibited by law.

For full terms and conditions and more information, visit www.maxx-care.net

About The Bosselman Family of Companies: The Bosselman Family of Companies, headquartered in Grand Island, Nebr., owns and operates 42 Pump & Pantry convenience stores; a Hampton Inn, three Pump & Pantry Motels and five Motel 6 franchises; eight Bosselman Travel Centers; six Grandma Max’s and Max’s Highway Diner Restaurants, Sam Bass’ Saloon & Steakhouse, and Schmooter’s; Food Courts including Subway, Little Caesars, Wendy’s, and

Caribou Coffee; 34 Boss Shops; and the Nebraska Danger Indoor Professional Football Team. Founded in 1948, Bosselman's has expanded across the nation in 20 states with over 1,400 employees. www.bosselman.com
For more information on Boss Truck Shops, go to www.bosstruckshops.com.

About Wingfoot Commercial Tire Systems, LLC: Wingfoot Commercial Tire Systems, a wholly owned subsidiary of The Goodyear Tire & Rubber Company, operates more than 170 commercial tire sales, service, and retread facilities nationwide. Wingfoot Commercial Tire Systems has 37 on-highway Truck Care Centers operating in 15 states.

www.wingfootct.com

For more information on Wingfoot Truck Care Centers, go to www.wingfoottruckcare.com

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