

O & R MORGAN, INC.

813 NW 34th Street
Moore, Oklahoma 73160

September 19, 2013

Arlan Kuehn, NIADA Services Chairman
NIADA Services Board Members
Steve Jordan, President, EVP
Troy Graff, State Magazine Manager
2521 Brown Blvd.
Arlington, TX 76006-5203

To whom it may concern:

In accordance with the OIADA/NIADA Service Agreement executed on November 20, 2004, this letter is to serve as the required sixty (60) day written notice of cancellation of the OIADA/NIADA Publication Program Agreement to be effective as of December 31, 2013.

Let it be known that on the 22nd day of August 2013, the OIADA Executive Committee, duly assembled voted to adopt and execute OIADA Resolution #2 2013 instructing its management staff to cancel the OIADA/NIADA Services Publication Program Agreement effective on or before December 31, 2013.

The NIADA Services publication team has been great to work with and they have done an outstanding job of producing our monthly magazine. However, for a couple of reasons, the decision has been made to update our method of getting information out to Oklahoma dealers. First, the Agreement provides for some profit sharing and we had anticipated that at some point there would be some profit to share. That, as you may know, has never happened. Secondly, and perhaps the most critical reason for change, is to make dealer information available in a more timely fashion by making better use of our website.

It has been a pleasure working with your publication team.

Sincerely,

Rose Morgan,
Vice President