

May 20, 2010

William E. McClane
Chief Executive Officer

Mr. Larry Goddard
The Parkland Group
One Cleveland Center
1375 East 9th Street, Suite 1350
Cleveland, OH 44114

Dear Larry,

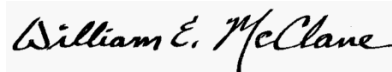
On behalf of the staff at Tread Corporation, I would like to thank you for leading Tread through the SOAR™ to Strategic Excellence program. The event essentially drove us to take an in-depth look at our organization on many levels and identify areas where we can improve to become a world-class company.

Most significantly, your insight helped us to identify the challenges we face with our company culture as we navigate several key transitions. Tread has faced many challenges, both as a rapidly growing company and as one that struggled with tough economic times. Now as the business forecast begins to brighten once again, we are focused on developing a “one-vision” strategy to tie our company goals to our culture. Achieving this now will strengthen our company as we continue to grow and take on new challenges.

We understand that the work to be done will take time, but the roadmap that resulted from the SOAR™ event will help to guide us as we press forward. I very much enjoyed your books and gained an appreciation for your depth of knowledge on the subject matter. “Top down vision, bottom up management” was excellent!

We are enthusiastic to continue our journey and share our progress with you. I am grateful for your support as we define and overcome the challenges ahead. Larry, we thank you for your objective approach and continued guidance and we look forward to continuing our relationship.

Best regards,



William E. McClane

CEO



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