



August 23, 2016

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To All Endurall & DHE Customers:

In 2012, we sold our interest in Endurall, Inc., the manufacturer of the Endurance Rod Guide. Shortly thereafter, we launched a new rod guide manufacturing business, DHE. In doing so, we were in violation of the Non-Competition Agreement with Endurall, Inc. After several months of litigation, the courts ruled in favor of Endurall, deciding the Non-Competition Agreement had, indeed, been violated. Endurall was awarded a sizeable damages award and rather than pay the judgement, I opted to file personal bankruptcy, while still trying to make a run with DHE.

After a year of working through the bankruptcy system, it has become abundantly clear that my son, Greg, and I made a mistake by ever starting DHE. We have experienced little success, see no point in continuing with DHE and have chosen to settle the case with Endurall.

In the settlement, Endurall will acquire the assets of our company – including all intellectual property, inventory, etc. and we will no longer do business in the oil/gas industry. We have signed another Non-Competition Agreement with Endurall and plan to abide by it. A man's word is all he has and we give you our word – we are finished.

We have no plans to start up another rod guide manufacturing business and urge all of our customers to return to Endurall, Inc. to purchase their rod guides. We fully endorse Endurall & the unmatched quality of the Endurance Rod Guide and sincerely hope you (all of Endurall's historical customers) will seek them out going forward.

Endurall is stable, secure and ready to serve you as they have done for 30 years. We thank you for your cooperation; we are confident Endurall can & will meet your needs like no other guide manufacturer. Please reach out to them today at 318-742-8764 or on their website, www.endurallinc.com, to make contact with a local distributor in your area. With 15 locations in the US, they have the inventory you need, where you need it.

I, Billy Joe Edwards, look forward to a peaceful retirement and wish my son well as he seeks a new direction for his career. Together, we wish you and Endurall many years of success and prosperity.

Sincerely,

A handwritten signature in blue ink that reads "Billy Joe Edwards".

Billy Joe Edwards

A handwritten signature in blue ink that reads "Greg Edwards".

Greg Edwards