

OLD WORLD INDUSTRIES, LLC
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IMPORTANT SAFETY RECALL
NHTSA recall 15E-075

October 28, 2015

Dear Valued Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Old World Industries, LLC has decided that a defect exists in the lithium battery contained in the PEAK Lithium Rechargeable Jump-Starter for Gasoline Engines (Product Model # PKC0LS). As this Jump-Starter is considered an accessory to a motor vehicle, this defect is determined to involve motor vehicle safety.

! I M P O R T A N T !

- Your PEAK Lithium Rechargeable Jump-Starter PKC0LS for Gasoline Engines is being recalled.
- DO NOT USE the product. Please RETURN the product to the store where the unit was purchased for a full refund. No receipt is required.

Why is a recall being conducted?

While charging the product's lithium battery, the unit may overheat causing the plastic housing to deform or melt, posing an increased risk of a fire.

What should you do?

DO NOT USE the product. Please RETURN the product to the store where the unit was purchased for a full refund. No receipt is required.

Whom should you contact if you have further questions or concerns?

For more information, you may contact Old World Industries, LLC at: 800-224-7584 from 9 a.m. to 5 p.m. ET Monday through Friday or by email at: owitech@oldworldind.com

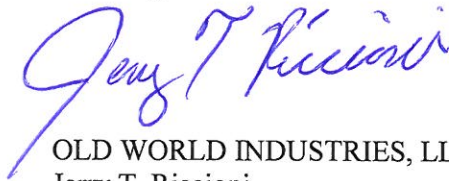
If after having attempted to take advantage of this recall you believe you have not been able to obtain a full refund of the purchase price for the PEAK Lithium Rechargeable Jump- Starter PKC0LS you purchased within a reasonable amount of time, you may submit a complaint to:

Administrator
National Highway Traffic Safety Administration
1200 New Jersey Ave., S.E.
Washington, D.C., 20590

Alternatively, you may call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

We apologize for any inconvenience this safety recall may cause, but your safety is our first concern.

Sincerely,



OLD WORLD INDUSTRIES, LLC
Jerry T. Riccioni
Senior Vice President, Retail Sales