

ROCHESTER SPORTS CENTER

71 Calef Hwy., Barrington, NH 03825 ♦ 603-332-1022

- ♦ Arctic Cat – ATV, Prowlers & Snowmobiles
- ♦ Polaris – ATV, Rangers, Snowmobiles & Victory Motorcycles
- ♦ Mercury Outboard Motors ♦ Manitou Pontoon Boats

To our Dear and Loyal Customers,

It is with a heavy heart and great reluctance that we must announce, that after 25 years in business, **Rochester Sports Center will be terminating its franchise agreements with Arctic Cat, Polaris, & Victory Motorcycles as of March 28, 2013.**

This decision has NOT been made quickly or lightly and has been made for a mixture of business and personal reasons.

We've experienced a significant decline in sales as a result of a Five-year downturn in economic activity. On top of that, the lack of snow-filled winters over the last two years has greatly hurt our snowmobile business.

Over the last five years we've also had to downsize our staff to continue covering payroll in this shrinking economy. We thought it best to make this call before doing-more-with-fewer-resources began to undermine the hard work and goodwill that we'd built up over the years.

Helen and I, feeling ultimately responsible for the success of this sole proprietorship, have worked sixteen-plus hours a day, often seven days a week in an effort to keep the company operating effectively and help it grow

We knew we had conducted our business responsibly enough to survive a small number of years in a recessed economy. Now we are entering year six with no foreseeable end in sight.

It is important to note that we see this more as a transition rather than an ending. **ROCHESTER SPORTS CENTER WILL REMAIN OPEN FOR THE FOLLOWING:** Sales Of pre-owned marine & powersports vehicles, Aftermarket parts & accessories, Aftermarket clothing, and NEW Triton & Karavan trailers, and E-Z Docking Trailer caps. We also will remain a FULL-SERVICE FACILITY, Motorcycle inspection station & storage facility.

In an effort to clear out our remaining inventory of OEM (Original Equipment Manufacturer) vehicles **we will be offering unprecedented discounts on all our Brand New Arctic Cat, Polaris, and Victory models left in our current stock.** They will be sold at dealer cost* from now through March 28, 2013.

All in-stock OEM garments & accessories will also be heavily discounted as well. **Currently 2013 OEM apparel is 25% off MSRP. All non-current OEM apparel has been**

further marked down to 30% - 60% off MSRP. We have a large selection of OEM accessory bags for snowmobiles. All bags fitting models prior to 2012 are 50% off. We have also have quite a large selection of windshields priced at 50% off MSRP!

It is with much fondness and gratitude that we THANK YOU for your loyalty and support over the years. We are very happy to have hosted numerous community events such as our Open Houses, Food Drives, Group Motorcycle rides, Poker Runs, Bike Nights, Safety courses...etc. We hope that you enjoyed them as much as we did ☺.

It has been a long and interesting adventure, and we are so very glad to have had you all right there along with us! Lastly, we look forward to continuing our relationship with you in the future as we continue to be a top-notch facility for Service, maintenance, storage, and sales of Pre-owned vehicles and aftermarket parts & accessories.

Our warmest regards,
Robert & Helen Cicchetto
& The Staff at Rochester Sports Center

P.S.

If you should have any questions or concerns regarding our liquidation sale or franchise termination, please feel free to contact us by phone (603) 332-1022 or via e-Mail: rochsprtctr@metrocast.net.

* Does NOT include Freight & Set-up and/or documentation fees.