



Driver's Handbook

Policies & Procedures Manual

Revised July 2018

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EXTREME HOLDINGS, INC. is a strategic holding company that manages **do it outdoors® media**, LLC and **dio®**, LLC. The companies are market leaders in developing and executing innovative media solutions that define today’s ever-changing media landscape. Reference to Extreme Holdings includes all Companies under the Extreme umbrella.

This is your copy of the **do it outdoors media** Driver’s Handbook Policies and Procedures Manual, please read it carefully. For purposes of this Handbook, and all Extreme Holdings Policies, the term “Extreme Holdings” or “Company” shall mean Extreme Holdings, Inc. and all of its subsidiaries and affiliates.

HANDBOOK & POLICIES

Except as otherwise noted, this handbook and all Company Policies apply to all employees, exempt and non-exempt, at all Company locations. This handbook and all policies are formulated consistent with the Company's mission, vision, and values.

Human Resources is responsible for establishing, updating, clarifying and interpreting the policies and guidelines to ensure consistent application of all personnel-related practices within the Company.

This handbook and all Company policies are guidelines to be followed under a given set of circumstances. While no handbook can anticipate every circumstance or question that may arise, we have attempted to address many situations. The guidelines partially define how certain decisions are to be made. It is intended that these guidelines are to be applied consistently by each manager/supervisor who has responsibility for policy administration in accordance with Company equal employment practices.

Any personnel action which would constitute an exception to these guidelines must receive prior approval of the VP HR in conjunction with the appropriate department head.

The policies and procedures in this handbook are not contractual commitments by Company and employees shall not construe them as such. They are intended to be **guidelines** and merely descriptive of suggested procedures to be followed.

From time to time as we continue to grow, changes may be made. Company reserves the right to revoke, change or supplement policies at any time with or without notice. No policy is intended as a guarantee of continuity of benefits or rights. No permanent employment or employment for any term is intended or can be implied by statements in this Handbook. These provisions supersede all previous policies, precedents and practices.

INTRODUCTION

Congratulations on becoming a member of the **do it outdoors media** driving team!
Our goal is to be the number one Mobile Promotions company in the United States!

This Handbook contains the "**rules of the road**" for Drivers of our Mobile Advertising Vehicles (MAV's) and establishes standards for our operations. Questions, concerns or suggestions should be directed to a member of the Operations Management Team (OMT). [These two acronyms are used extensively throughout the Handbook.]

ORGANIZATION

EXTREME HOLDINGS, INC., through a diverse mix of products and services, provides advertising and marketing solutions to a variety of clients in the United States. Our holdings currently consist of **do it outdoors media, LLC** and **dio, LLC**.

In 1997, **do it outdoors** debuted at the World Series baseball games in Miami and Cleveland with a mobile billboard featuring the New Era Hat Company. Founded on providing unique advertising opportunities that get the message noticed, **do it outdoors media** expanded their product mix to include promotional services such as street team, sampling bike and Segway squads and other non-traditional out-of-home media. Through the development of a national staffing pool of promotional talent we began implementing our clients' guerilla marketing campaigns in 2004. The company is the industry's professional leader and the largest national mobile billboard and field marketing company.

After innovating the promotional channel we decided to do the same for the message. With a strong focus on strategy and ground breaking creative our marketing firm, **dio** was brought into existence. What began as a full-service advertising agency has evolved into a specialty shop focusing on experiential marketing strategy and execution.

MISSION

EXTREME HOLDINGS, INC., **do it outdoors media**, and **dio** exist for the sole purpose of increasing the sales of our clients' products and services through the strategic, dynamic and effective use of the myriad of services and mediums we employ.

EXECUTIVE TEAM

Regis C. Maher, II – President / COO (Co-Owner)

Regis is our high-voltage motivator, keeping everyone around the office and in the field fired up and rarin' to go. This guy's always powered to on, and his passion for non-traditional marketing invigorates everyone he talks to. Regis oversees new business development and client relationships, making sure every campaign we activate produces smiles as well as measureable results. He has been named a Top 40 Under 40 and an Entrepreneur of the Year, noting his status as an innovator in the industry. He travels extensively and is the visionary for the firm: he's the big picture guy. When Regis isn't leading cheers in our conference room, he's enjoying family time with his wife, son and daughter. You may catch him with a premium cigar in hand. His dedication to the community through non-profit work also proves that Regis has a big heart and is just an all-around nice guy. He serves on the Board of Directors for Olivia's House and is a proud No Kid Hungry supporter. Hailing from Pittsburgh, Regis was named an Alden Scholar and earned his B.S. in Economics from Allegheny College.

David W. Pridgen, II – President / CEO (Co-Owner)

David has years of corporate strategy, marketing, advertising and sales experience. He's been recognized as the Central Pennsylvania's Entrepreneur of the Year and named one the elite Top 40 Under 40. When he's not tasking away at his desk, he's most likely spending time with his family. A North Carolina native, he enjoys getting back to the coast in order to catch some waves; surf's up. David has a B.S. in Business from East Carolina University and attended the Dale Carnegie School. David also serves on the International Family Committee as well as the Northeast Regional Executive Board, as the Youth and Family Officer, for

the Young Presidents Organization. He is also the President of the York Young Revolution, an elite baseball and softball tournament non-profit organization.

Susanne Jewell – VP of Operations & Human Resources

With over 15 years of Human Resource management experience, as well as experience in several various industries, Susanne heads up both the Human Resources and the Operations Departments. Susanne is a member of SHRM (the Society for Human Resource Management) and is certified as a SHRM Senior Certified Professional in Human Resources (SHRM-SCP). Susanne holds a B.A. in Business from the University of Maine. In her personal time, she likes to spend time with her hubby, getting back to nature: biking, kayaking, hiking, and camping. Originally from Maine, she has lived in Connecticut, Pennsylvania and South Carolina. Her son and other family remain in New England, so trips north are frequent.

David Fortney – Controller & IT Director

With over 20 years of experience in business finance, Dave is our resident “go-to” guy. Overseeing the company’s accounting and technology, you can imagine how many questions he gets asked in a day. While a succession of hows and whys may stress an average Joe, Dave is one of the most laid back team members at the company. Dave is an avid music enthusiast. He never goes anywhere without his playlists and they are always fresh and quite diverse. Dave has three grown children and is enjoying being an empty nester with his wife Diane. Dave holds his B.S. in Accounting from Penn State University and earned his CPA credentials early in his career when he worked for one of the then Big 8 firms.

HOME OFFICE: YORK, PA

Mailing Address: 3111 Farmtrail Rd., York, PA 17406
Main Phone: (717) 852-9143
Fax: (717) 852-9199 or (717) 718-7167
Human Resources Fax: (717) 852-9884 (to be used when faxing confidential documents)
Website: www.doitoutdoors.com
Driver Website: www.thisishowweroll.org

LAS VEGAS HUB

Mailing Address: 5840 Wynn Road, Las Vegas, NV 89118
Main Phone: (702) 597-4777
Fax: (702) 798-2915

OPERATIONS MANAGEMENT TEAM (OMT)

Susanne Jewell, SPHR	VP of Operations & Human Resources
Tim Piester	Operations Manager
Bronson Faher	Operations Manager
Clark LaGanke	Field & Operations Safety Manager
Jon Richmond	Operations Manager

COMPANY HISTORY AND TIMELINE

- 1997** In a small office located in downtown York, Do It Outdoors, Inc. opened their doors for business in the Fall of 1997 with four mobile advertising vehicles (MAVs) and a staff of four. Knocking at doors, Dave and Regis landed our first mobile billboard deal from New Era Hat Co. with the first vehicles appearing at the World Series.
- 1998** Do It Outdoors not only expanded our fleet of mobile billboards to include a total of 12 mobile billboards by the end of 1998 but also began placing out-of-home media buys for Advance Auto Parts and the Mid-Atlantic regional offices of RE/MAX.
- 1999** Due to the tremendous growth in staff at Do It Outdoors, our offices were relocated to 730 N. Franklin Street. Our mobile billboard business was booming and an additional six units were added to our fleet.
- 2000** The dot com boom was taking shape and generating a large amount of business for our company. With this business came the need for additional mobile billboards. An additional 16 units were purchased bringing our fleet inventory to 34.
- 2001** Our offices were relocated to our current facility at 3111 Farmtrail Road. Also in 2001, a strategic marketing firm spawned as a result of our clients' needs for marketing and communication solutions. **dio**, a division of Do It Outdoors, provided branding, creative, media and public relations services.
- 2003** Staying on the cutting edge of mobile advertising vehicle advertising, Do It Outdoors expanded our mobile product line to include three tri-visions. Our president / COO, Regis Maher II, was honored with the *Central Pennsylvania Business Journal's* Forty Under 40 award for his professional accomplishments and commitment to the community.
- 2004** Focused on the continued growth of our company, along with bringing non-traditional advertising possibilities to our clients, Do It Outdoors expanded our services to include a staff of promotional talent to implement our clients' promotional needs.
- 2005** Do It Outdoors was recognized as the Small Business of the Year by the York County Chamber of Commerce. The President/CEO, David Pridgen II, was honored with the *Central Pennsylvania Business Journal's* Forty Under 40 award for his professional accomplishments and commitment to the community. Both David Pridgen II and Regis Maher II were awarded Entrepreneurs of the Year by the SMEI. To meet the demands of advertisers, Do It Outdoors added still more mobile billboards to our fleet bringing our total number of MAVs to more than 55 units!
- 2006** When the corporate group developed the long term strategic plan for the company, one of the main issues was how to position the company for maximum potential success, create flexibility for future endeavors, and to protect what had been done to date. After many conversations with accountants and legal counsel, it was determined that the divisions should be spun off into separate business units under the umbrella of EXTREME HOLDINGS, INC. The MAVs and promotions side of Do it Outdoors, Inc. became **do it outdoors media, LLC** and **dio** became **dio, LLC**. An Operations Hub was added in Las Vegas, NV.
- 2007** Another Operations Hub was opened in the Dallas-Fort Worth, TX area, as we continued to grow. Our promotions department underwent significant changes with the shift to a corporate field management system, differentiating our campaigns from competitors by having a dedicated field manager on-site. Our promotional assets grew to include sixteen electric scooters and eight Segways. Our MAV count is now over 100 units. The wireless industry is a large portion of our everyday business.
- 2009** The Do It Green initiative launches, as the company commits to reduce its carbon footprint.
- 2010** Working smarter and centralizing allowed us to close the Texas Hub. Some of the older units were retired and the MAV count is now less than 100 units. While we decommissioned our scooters, we continued to add new promotional assets including growing our Segway inventory to 24 and adding 24 JetPacks.

- 2011** do it outdoors executed the Freedom Rings Tour for MetroPCS, which was the company's first step into experiential marketing and a pivotal moment for the future direction of our company offerings.
- 2013** Our mobile solutions were expanded with the addition of 4 armored vehicles. MAV units now total just over 80. dio made the shift from positioning itself as a full-service advertising agency to specializing in strategic brand experiences.
- 2014** We have a new look with a completely new vinyl framing system! This system allows quicker installation, and vinyls look sharp every time. The promotions department purchased two sampling bicycles to add to their fleet of promotional assets.
- 2015** The promotions department was renamed to field marketing to better align with industry expectations and evolutions. At this time, we have close to 90 mobile billboards, 4 armored vehicles, 2 Manhattan Units, 24 Segways, 24 JetPacks, 2 sampling bicycles and have begun to offer PhotoMarketing services to integrate field marketing campaigns with social media efforts. In addition, all three websites (doitoutdoors.com, diousa.com and extremeholdings.com) receive a redesign refresh.
- 2016** Realizing the importance of integrating messaging with mobile devices, we partner with Blue Bite and Gimbal to offer mobile geofencing and beacon-triggered digital ads in conjunction with our proximity-based media offerings. **dio** also runs the first campaign with a facial detection camera to improve audience measurement of a brand activation.
- 2017** With the purchase of two new Utility Vehicles, we retire the existing Manhattan Units and launch the redesigned model. These units not only provide Manhattan-permitted mobile billboard space but also offer our field marketing department corporate-owned vehicles to transport their assets to campaign locations. Field marketing also launches a new in-depth reporting system to improve daily client communication and campaign data. In addition, the fleet of mobile billboards begins to integrate new XRS software for better routing, tracking and risk management practices. New models are also equipped with camera systems for improved management and monitoring.
- 2018** The company celebrates its 20th anniversary with a staff party and rewards long-time employee, Diane Utz, with a surprise gift of a new personal vehicle. A new sampling vehicle is purchased to increase the number of food and product sampling campaigns. New mobile billboard trucks continue to come off the assembly line along with two additional Utility Vehicles. Total MAV count is anticipated to be over 100 by year end.

EMPLOYMENT

Equal Opportunity Employment Practices

This Company is an equal opportunity employer. It is the policy of the Company to prohibit discrimination of any type and to afford equal employment opportunities to employees and applicants, without regard to race, color, religion, sex, national origin, age, disability, sexual orientation or veteran status. This policy prohibits disrespectful or unprofessional behavior based on any of the above characteristics, or on any other basis protected by federal, state, or local law or ordinance. The Company will conform to the spirit as well as the letter of all applicable laws and regulations. The Company will take action to employ, advance in employment and treat qualified veterans and disabled veterans without discrimination in all employment practices.

The policy of equal employment opportunity and anti-discrimination applies to all VSpects of the relationship between the Company and its employees, including but not limited to: recruitment, employment, promotion, transfer, training, working conditions, wages and salary administration, and employee benefits and application of policies.

The Company forbids retaliation against any individual who files a charge of discrimination or who assists, testifies or participates in an equal employment proceeding. Employees are required to report to a member of management or Human Resources any apparent discrimination.

Violations of this policy, regardless of whether or not an actual law has been violated, will not be tolerated. The Company will investigate every issue that is brought to its attention in this area and will take appropriate disciplinary action, up to and including termination of employment.

Employment Classifications

There are two classification of Drivers, **Regular Driver** and **Fill-in Driver**, defined as follows:

- Regular Driver* – Is on-call as-needed, ready to go whenever we have a campaign
- Fill-in Driver* – Is called sporadically throughout the year when we have a campaign in, or near where the Driver resides or when most/all Regular Drivers are assigned to campaigns. Also, may work when we have odd jobs at the office or hub.

Employment Terms

Your employment relationship with This Company is “at will” and nothing in this Employee Handbook is intended to modify that employment relationship or extend or guarantee employment in any way or for any specific period of time. Just as you have the right to terminate your employment at any time; the Company reserves the right to terminate your employment at any time for any reason.

Continuous Service

Continuous service begins on the first day on which a new employee starts work, whether they are hired or rehired as an employee. Continuous service is broken under the following conditions:

- ◆ Voluntary resignation from employment
- ◆ Retirement
- ◆ Time off for a longer period than authorized
- ◆ Involuntary termination
- ◆ Failure to report to work at the end of military service within established time limits

ADA Policy

The American with Disabilities Act (ADA) requires employers to reasonably accommodate qualified individuals with disabilities. It is the policy of This Company to comply with all Federal and State laws concerning the employment of persons with disabilities.

Termination of Employment

Employees are requested to provide a two week notice. Employees are expected to return all Company property. In cases of termination for cause, the Company will not typically provide an employee with advance notice. To ensure fair consistent termination practices, all potential terminations “for cause” are reviewed with Human Resources before notice is given to the employee.

COMPENSATION

Direct Deposit / Comdata RED Card

Drivers are paid through direct deposit into personal checking or savings accounts. An alternative to direct deposit is the **RED** Comdata Card; an easy way to receive your paycheck if you prefer.

Pay Check Distribution

Pay day is every other week, on alternating Fridays unless dictated otherwise by state law. Earnings Statements are available online through ADP’s iPayStatements, a secure website, or may be mailed to the employee’s home address, at the request of the employee. Drivers may have access to a computer and printer for the purpose of printing an Earnings Statement when at the Home Office or Vegas hub. Any questions about a paycheck should be directed to Human Resources.

With ADP’s iPay Statements, employees are able to....

- o View current and historical payroll information 24/7 from virtually anywhere that you have internet access and a Web browser
- o View, download and/or print images of your paychecks and W-2’s
- o Perform “What if” scenarios with the Paycheck Modeling feature

Drivers are provided with assistance during new hire training to get themselves set up with iPay. **Remember** when logging in, your User ID is first initial, last name @doitoutdr (no spaces). Example: Joe Smith would be **jsmith@doitoutdr**. Keep your password somewhere safe.

Payroll Deductions

Deductions required by law are withheld from an employee's paycheck each pay period. They include federal income tax, Social Security FICA tax, applicable state and local taxes and any legal garnishment(s). A garnishment is a court order requiring the Company to withhold a sum of money from an employee's paycheck. The Company cannot refuse to honor legal garnishments.

Every employee must fill out and sign a federal withholding allowance certificate, IRS Form W-4, on or before his or her first day on the job. This form must be completed in accordance with federal regulations. The employee may fill out a new W-4 anytime his/her circumstances change.

Optional deductions such as 401(k) are also deducted each pay period. All optional deductions require written authorization.

Per Diem

Per diem is a daily allowance (non-taxable income) given to a Driver whenever they are spending the night away from home, conducting company business. The per-diem rate is as follows:

Boston, New Jersey (metro only), NYC (5 boroughs)	\$40	
Chicago, Houston, Los Angeles, San Francisco	\$30	\$220 if all 7 nights of the per diem cycle
All other markets	\$25	\$180 if all 7 nights of the per diem cycle

Per diems are loaded to the **RED** Comdata Card (debit card) every Friday evening for the following week Saturday through Friday. Per diem funds are available for withdrawal on Saturday morning. You also have the option of having the per diem pass through Comdata and deposited to your personal checking/savings account. These funds are available on Monday.

Note: Additional funds are included with each load to help cover transaction fees.

*Please be sure to read the Comdata material provided carefully as it will provide you with tips and instructions on how to use your **RED** (payroll/per diem) Comdata card.*

Tip for Using RED Comdata Card: When you make a withdrawal, be sure to take the entire amount at once so that you do not incur additional withdrawal fees.

Time Clock Call-In Procedures

Drivers are expected to clock in/out every time work is performed using our ADP Time Clock Call-In system. Paychecks are calculated based on these entries, therefore, the clock in/out times **and labor codes must be accurate**. Drivers should notify OMT, in writing, if they are unable to edit themselves, and are aware of an error, so that adjustments can be made.

Sign In/Out Requirements include:

1. Drivers must clock in at the start of their shift and clock out at the end of their shift
 - a. Use **Transfer** to log in
 - b. Use **Punch** to log out
2. Drivers must be sure to use the appropriate labor code (see Labor Code List below) for the task they are doing, changing the labor codes throughout the day whenever they change tasks
3. Drivers are **ONLY** permitted to clock in for hours worked, and must clock out when taking a break of more than thirty minutes [Exception: When going market-to-market, Drivers must clock out when they take their 30-minute rest break.]
4. Drivers are expected to clock in/out **ONLY** for their own time. Clocking in any other employee's time for any reason is not acceptable.

Padding hours and other abuses of time worked may result in disciplinary action, up to and including termination

LABOR CODE LIST			
<u>Code</u>	<u>Description</u>	<u>Code</u>	<u>Description</u>
5	Drive Time (on a Campaign ONLY)	25	Travel Time (flights, rental cars, etc.)
10	Drive Time (Market-to-Market)	30	Stretching Vinyls
15	Driver or Truck Pick up (in MAV)	35	Truck Maintenance
20	Training/Driver Meeting	45	Truck Wash

Travel Compensation Policy

1. All Drivers must have their travel arrangements approved in advance by OMT.
2. Time spent traveling as a passenger (i.e. while traveling in a plane, train, bus, car, MAV) will be compensated for up to a maximum of 8 hours per day. Actual work time will be paid accordingly above and beyond the time spent traveling.
3. A Driver who drives a vehicle for the company (i.e. driving a rental car, MAV, company vehicle) will be compensated for his/her actual drive time. Drivers are responsible for complying with DOT regulations, when driving a MAV unit, as well as any applicable state regulations. Drivers will be subject to discipline for any violations.
4. If two or more Drivers are traveling together, they are encouraged to split the driving following all DOT regulations.

BENEFITS

The Company offers a comprehensive benefits program, which is reviewed and updated annually to ensure a competitive and balanced package. This Benefits section serves as a summary of the various Plans included in the Extreme Benefits Program. Complete details of the benefit plans and programs are included in the official plan documents, contracts and policies. If there is a difference between this Benefits section and the legal documents/contracts or formal policies, then the documents/contracts and policies will govern in every instance. In addition, the Company reserves the right to change or terminate the Extreme Benefits Program, individual plans or any provisions of any plan, at any time.

Employees may obtain a Summary Plan Description when they are eligible for, or elect to participate in, a benefit plan/program. All questions regarding benefits should be directed to Human Resources.

Group Health/Rx, Dental and Vision Insurance

Group Health/Rx

Group Health requires a measurement period. To be eligible for medical benefits, a Driver must average 30 hours or more weekly over a measurement period of one year. Once eligible, a Driver must maintain their eligibility status continuing to average 30 hours or more weekly.

- The *Initial Measurement Period* begins the first of the month following DOH
- The *Standard Measurement Period* measures Drivers every year thereafter from Oct 1 – Sept 30

Once eligible, Drivers may elect benefits:

1. Within 60 days following their *Initial Measurement Period*
2. During annual Open Enrollment
3. In the event of a qualifying event (for either the employee or his/her spouse)

Examples of a qualifying event include loss of coverage due to a) voluntary or involuntary termination, b) change of employment status, c) divorce or legal separation, d) death of spouse, e) loss of dependent child status

Dental and Vision

We offer dental and vision to our Regular Drivers the first of the month following 60 days of employment.

Benefits Continuation (COBRA)

Any action which results in loss of eligibility to participate in a health insurance plan may qualify an employee for benefits continuation under the Consolidated Omnibus Budget Reconciliation Act (COBRA).

COBRA gives employees and their qualified beneficiaries the opportunity to continue health insurance coverage under **do it outdoors media's** health plan when a "qualifying event" would normally result in the loss of eligibility. Some common qualifying events are resignation, termination of employment or death of an employee, a reduction in an employee's hours (change of status), lay-off, a leave of absence,

an employee's divorce or legal separation, and a dependent child no longer meeting eligibility requirements.

Under COBRA, the employee or beneficiary pays the full cost of coverage at our group rates, plus an administration fee. When health coverage is terminated, eligible Employees, and/or their dependents will receive written notice describing their rights and obligations under COBRA.

Extreme Holdings 401K Plan

The Company encourages employees to save for retirement through the Extreme Holdings 401k Plan. Employees who have (a) attained age 21, (b) completed one year of employment, and (c) have worked at least 1,000 hours in the preceding 12 months are eligible to participate in the 401k Plan. Employees may enroll the first of any month once they have met the eligibility requirements.

The 401(k) savings plan allows you to elect how much salary you want to contribute as well as how you want to direct the investment of your plan account, so you can tailor your own retirement package to meet your individual needs. The Company may contribute a matching amount to each employee's 401(k) contribution. This amount is announced annually in advance of the plan year.

401(k) contributions are automatically deducted from pay before federal tax withholdings are calculated. While the amounts deducted generally will be taxed when they are finally distributed, favorable tax rules typically apply to 401(k) distributions.

Once an employee meets the eligibility requirements, they will receive information about joining the Plan. Complete details of the 401(k) savings plan are described in the Summary Plan Description included in the information provided at time of eligibility.

Holidays

If you are **scheduled** to work on the following holidays, your hourly rate of pay will be one and one-half of your regular pay for the hours worked.

New Year's Day

Memorial Day

Independence Day

Labor Day

Thanksgiving Day

Christmas Day

Drivers must receive approval by OMT in advance to work on a Holiday when working any labor code other than Code 5. Time and a half will not be applied to any hours worked on a holiday and not approved in advance.

Leave of Absence

Should you find yourself requiring a leave of absence and/or if unable to work due to illness, injury, pregnancy or the serious illness of a child or relative, or for personal reasons, a Driver may be granted an unpaid leave of absence. For information on a Leave of Absence, contact Human Resources. A medical leave of absence will require a signed release from a physician and possibly a new DOT certification when returning to work. An employee on any leave of absence is expected to reasonably stay in touch with OMT.

Paid Sick Time (PST)

Paid Sick Time (PST) applies to all Drivers who 1) work or live in the State of **California**, the State of **Arizona**, or the State of **New Jersey** (effective 10/29/2018) AND 2) are not eligible for PTO.

Eligibility

1. Drivers who work in California or Arizona, who are not yet eligible for PTO, are entitled to PST. Effective date for AZ is July 1, 2017.
2. Drivers will earn PST based on an Accrual System.
3. If an employee is rehired within one year, previously accrued and unused PST shall be reinstated.
4. Once a Driver is eligible for PTO, they will no longer be eligible for PST.

PST Accrual System

1. PST begins to accrue on the first day of employment.
2. PST accrues at the rate of one hour for every 30 hours worked in the State of CA or the State of AZ.
Example: An employee who works (in CA) 40 hours in one week accrues 1.33 hours for that week
3. PST accrues up to 24 hours in a calendar year; the PST calculation will be prorated for any year in which a partial year is worked
4. Accrued PST will carry over to the following year and is capped at 48 hours.

Use and Scheduling

1. Drivers may begin using accrued PST after 90 calendar days of employment.
2. PST is paid at the current rate of pay.
3. PST is limited to 24 hours per year.
4. PST may be used for:
 - a. Employee's own physical or mental illness
 - b. Care for employee's family member who has physical or mental illness
 - c. Yourself or a family member for the diagnosis, care or treatment of an existing health condition or preventive care
 - d. Absence due to domestic violence, sexual violence/assault, or stalking of employee or employee's family member
 - e. Public health emergency
5. PST may be used in hourly increments.
6. Employees must call a member of the OMT **at least an hour in advance** so that alternate plans to run the campaign may be considered and so that we may advise the client immediately if we are not able to run. It is always best to let OMT know days in advance when possible (i.e. for a scheduled appointment).
7. If two or more sick days are used consecutively, a note from a physician may be required before returning to work.

Payment Upon Termination

Accrued, unused paid sick time will not be paid out at the time of termination, resignation or retirement.

Paid Time Off (PTO)

PTO is time provided by the employer for which the employee is compensated in his absence. Hours may be used as the need or desire arises (i.e. personal illness, vacation time, personal time).

Eligibility

1. Consistently Regular Drivers are eligible the first of the year following one year of service.
2. Part-Time Fill-In Drivers and Temporary Drivers are not eligible for any PTO, regardless of the number of hours worked.
3. The PTO Policy supersedes the PST Policy once a Driver is eligible for PTO.
4. Breaks in service of over 6 months automatically revert to the most recent date of hire.

Accrual of PTO

5. Length of service determines the rate at which the employee may earn PTO. PTO will be awarded the first of every year according to the schedule below:

Years of Service	PTO Award	
Prior to being eligible for PTO	May be eligible for <i>PST</i>	
One to Four years	40 hours	5 days
Five + years	80 hours	10 days

6. PTO will be calculated at the employee's base rate of pay and does not include any special forms of compensation such as incentives, per diems, etc.
7. When an employee achieves an anniversary milestone, they become eligible for the new higher PTO award the first of the year following the anniversary date.
8. An unpaid leave of absence may affect your PTO eligibility.
9. PTO for employees returning from military leave, and meeting the conditions for reinstatement, shall be awarded PTO based on a continuous service basis.

Use and Scheduling

10. Employees are asked to make their request a minimum of four weeks in advance whenever possible. PTO is subject to OMT approval and staffing needs.
11. To request time off, send an e-mail to Human Resources. PTO will be approved **based on notice provided** and **rate of occupancy**.
12. PTO must be taken within the calendar year (Jan 1 to Dec 31) in which it is awarded. In the event that awarded PTO is not used by the end of the year, employees may forfeit the unused time.

Payment Upon Termination

13. An employee **may** be paid upon resignation or separation for all earned unused PTO hours accumulated. No payment for accumulated PTO will be made if the employee fails to give a minimum two-week notice of their resignation.
14. Accumulated PTO may not be used in lieu of proper notice.
15. PTO may not be used as an extension of active employment. Your termination date is your last day worked.

EMPLOYEE RELATIONS & STANDARDS OF CONDUCT

Attendance

Good attendance and punctuality are important to the efficient operation of the Company. They are essential components of solid employee performance and are measured by objective standards.

Drivers are responsible for being on the job at the proper time each day, ready to work. When an employee is late or absent for any reason, they must personally notify OMT by telephone **as soon as possible** and at least within one (1) hour of their scheduled shift. Drivers must indicate the reason and the estimated length of their absence. Drivers assigned to a campaign who have unscheduled absences of longer than one day should maintain daily contact with OMT.

Employees who show patterns of absences or who are chronically absent will be disciplined up to and including discharge. An employee who is absent for two scheduled work days, without notifying the Company, is considered to have voluntarily resigned without notice.

Unless you are a Fill-In Driver, **you are expected to be available when notified of your next assignment.** If you wish to be off the schedule for any length of time (day/week/month), it is expected that you will notify OMT in writing with as much prior notice as possible, preferably four weeks in advance but certainly not in response to your next assignment notice.

Breaks & Lunch Periods When on a Campaign

Employees working more than six hours in a day are entitled a thirty minute, uninterrupted meal break (relieved of all duty and not performing any work) at or near the middle of their shift. Should an employee take personal time of more than thirty minutes, they **must** “clock out” and subsequently “clock in” when they resume work. All breaks longer than thirty minutes must be approved by OMT in advance.

DISCRIMINATION / HARASSMENT

Purpose

This Company is committed to maintaining a work environment that is free of all forms of bullying, discrimination and harassment consistent with applicable laws. We want to be sure that all employees in the workplace are respected, valued and empowered to succeed.

All employees should respect the rights, opinions, and beliefs of others. Harassment of any person because of sex, race, color, age, religion, disability, sexual orientation, ancestry, or national origin is strictly prohibited. Any such harassment is prohibited by this Policy whether or not it also violates the equal employment opportunity laws.

Scope

This Policy applies to all employees of Extreme Holdings, regardless of position, and to every aspect of the employment relationship throughout the organization, and to the dealings of our employees with vendors, members and customers.

Policy

1. No Discrimination or Harassment Tolerated

The Company will not tolerate discrimination or harassment based on sex (with or without sexual conduct), race, color, religion, national origin, ancestry, age, disability, sexual orientation, speaking out against discrimination, or participating in the complaint investigation process.

2. Description Of Sexual Harassment

The following are illustrations of sexual harassment. Such behavior is not permitted.

A. Physical assaults of sexual nature such as:

- (1) rape, sexual battery, molestation or attempts to commit these assaults; and
- (2) intentional physical conduct which is sexual in nature, such as touching, pinching, patting, grabbing, brushing against another employee's body, or poking another employee's body.

B. Unwanted sexual advances, propositions or other sexual comments, such as:

- (1) sexually-oriented gestures, noises, remarks, jokes, or comments about a person's sexuality or sexual experience directed at or made in the presence of any employee who indicates or has indicated that such conduct in his or her presence is unwelcome;
- (2) preferential treatment or promise of preferential treatment to an employee for submitting to sexual conduct, including soliciting or attempting to solicit any employee to engage in sexual activity for compensation or reward; and
- (3) subjecting, or threats of subjecting, an employee to unwelcome sexual attention or conduct or intentionally making performance of the employee's job more difficult because of that employee's sex.

C. Sexual or discriminatory displays or publications anywhere in the Company by employees, including e-mail communications and Internet searches, such as:

- (1) displaying pictures, posters, calendars, graffiti, objects, promotional materials, reading materials, or other materials that are sexually suggestive, sexually demeaning, or pornographic, or bringing into the work environment or possessing any such material to read, display or view at work; and
- (2) displaying signs or other materials purporting to segregate an employee by sex in any area of the workplace (other than restrooms and similar semi-private lockers/changing rooms).

3. Other Harassment

No one may harass anyone because of that person's race, color, age, religion, ancestry, or national origin. Examples of conduct prohibited by this policy include using racial and ethnic slurs, using hate words or

offensive stereotypes and making jokes about these characteristics, including e-mail communications and Internet searches.

4. You Must Report Discrimination/Harassment

The purpose of this Policy is to encourage you to report acts of discrimination or harassment. You should not assume that the Company is aware of any harassment which you may encounter. It is your responsibility to bring your complaints and concerns to the Company's attention. This Policy is intended to encourage all employees to promptly report any inappropriate behavior before it becomes severe or interferes with their work. The Company intends to stop any harassment. It can only do so if it is reported.

5. Making Complaints and Reporting Violations

Any individual who believes s/he has been the subject of any form of discrimination or harassment is requested and encouraged to immediately report the incident or act to their direct supervisor or to Susanne Jewell, VP Human Resources, at 717/718-9580 ext 101.

Similarly, if you observe harassment or discrimination of another employee, you are requested and encouraged to report this to one of the persons listed above. All direct supervisors have been trained in discrimination and harassment sensitivity and are required to immediately report complaints of discrimination or harassment to Human Resources.

6. Investigation Process

The Company will promptly conduct a thorough and impartial investigation into any alleged discrimination or harassment. Extreme Holdings assures that complaints will be investigated discreetly, preserving confidentiality to the extent that the needs of the investigation will permit. Steps which the Company may take will be designed to stop the harassment, correct its effects and ensure that it does not happen again.

7. There Will Be No Retaliation For Reporting

No reprisal, retaliation, or other adverse action will be taken against any employee for making in good faith a complaint/report of harassment or discrimination, or for assisting in good faith in the investigation of any such complaint/report. Any suspected retaliation or intimidation should be reported immediately to one of the persons described above.

8. Penalties for Violations

Extreme Holdings will take prompt disciplinary action, up to and including termination, if an employee is found to have engaged in inappropriate conduct in violation of this policy. A complaint or report that this policy has been violated is a serious matter. Dishonest complaints or reports are also against our policy, and Extreme Holdings will take appropriate disciplinary action if its investigation shows that deliberately dishonest and bad faith accusations have been made.

9. Filing a Complaint with the State

Any employee having a complaint of harassment has a right to bring it directly to the attention of the local office of the Equal Employment Opportunity Commission. Any complaint **must** be filed within 180 days of the act of harassment.

10. Additional Information

If you have any questions about this Policy, please contact Susanne Jewell, VP Human Resources at 717/718-9580, extension 101. If you have other questions or concerns about discrimination or harassment, you may ask the VP HR or contact the local office of the Equal Employment Opportunity Commission.

DRUG & ALCOHOL POLICY



I. PURPOSE

It is the policy of **do it outdoors media, LLC** ("the Company") that its Drivers be free of substance and alcohol abuse. Consequently, the use of illegal drugs by Drivers is prohibited. Further, Drivers shall not use alcohol or engage in "prohibited conduct" as defined below. The overall goal of this policy is to ensure a drug- and alcohol-free environment and to reduce accidents, injuries and fatalities.

II. DEFINITIONS

Company Premises – Includes, but is not limited to, all buildings, offices, facilities, grounds, parking lots, places and vehicles owned, leased or managed by Company or on any site on which the Company is conducting business.

Controlled Substances – The terms "drugs" and controlled substances" are interchangeable and have the same meaning. In accordance with DOT, testing is done only for the following controlled substances: marijuana (THC), cocaine, opiates, phencyclidine (PCP), amphetamines (including methamphetamines), and synthetic opioids (hydrocodone, hydromorphone, oxycodone).

Designated Employer Representative (DER) – An employee authorized by the Company (Human Resources Director) to 1) make required decisions in the testing and evaluation processes and 2) receives test results and other communications for the employer.

Driver – Any person who operates a MAV. This includes, but is not limited to, Regular Drivers, Part-time fill-in Drivers, and any member of the Operations Team that acts in the capacity of Driver.

Last Chance Agreement – An *Agreement* offered to a Driver in danger of being terminated. In lieu of being terminated, the Driver agrees to adhere to the conditions of the *Agreement*.

Medical Review Officer (MRO) – A licensed physician responsible for receiving laboratory results generated by an employer's controlled substances testing program, who has knowledge of substance abuse disorders and has appropriate medical training to interpret and evaluate an individual's confirmed positive test results together with his or her medical history and any other relevant biomedical information.

Substance Abuse Professional (SAP) – A licensed professional with knowledge of and clinical experience in the diagnosis and treatment of drug and/or alcohol-related disorders.

III. SCOPE

Participation in the Drug & Alcohol Policy Program is a requirement of each Driver, and therefore, is a condition of employment.

IV. PROHIBITED CONDUCT

The following shall be considered "prohibited conduct" for purposes of this policy:

- ✓ Whenever Drivers are working, are operating any Company vehicle, or are present on Company premises, they are prohibited from using, possessing, buying, selling, manufacturing or dispensing an illegal drug (to include possession of drug paraphernalia).
- ✓ In addition, Drivers are prohibited from the unauthorized use of prescription drugs, the use of any legally obtained drug (prescriptions or over-the-counter medications) when such use adversely affects the Driver's job performance or safety, or any combination thereof, on company premises.
- ✓ No Driver shall report for duty or remain on duty while having any alcohol concentration above .00.
- ✓ No Driver shall be on duty or operate a Company vehicle while the Driver possesses alcohol.

- ✓ No Driver shall use alcohol while performing any work for the Company.
- ✓ No Driver shall drive a Company vehicle within four (4) hours after using alcohol.
- ✓ No Driver required to take a post-accident alcohol test shall use alcohol for eight (8) hours following the accident or until s/he undergoes a post-accident alcohol test, whichever occurs first.
- ✓ No Driver shall refuse to submit to a post-accident, random, return-to-duty, or follow-up alcohol or drug test.
- ✓ No Driver shall report for duty or remain on duty when the Driver uses any controlled substance, except when use is pursuant to the instructions of a physician who has advised the Driver that the substance does not adversely affect the Driver's ability to operate a Company vehicle.

If a Driver engages in prohibited conduct, the Driver is not qualified to drive a Company vehicle and shall be immediately removed from service.

V. AUTHORIZATION FOR PREVIOUS TEST RECORDS

Within 14 days of driving on behalf of the Company, DOT regulations require that the Company obtain certain drug and alcohol testing records from Driver's previous employers for the previous two years. The Company will verify that no prior employer of the Driver has records indicating violations of any DOT rule pertaining to controlled substance or alcohol use within the previous two (2) years. As a condition to employment, the Driver shall provide the Company with a written authorization for all previous employers within the past two years to release such drug and alcohol testing records as the regulations require.

VI. TESTING FOR CONTROLLED SUBSTANCES

In accordance with the Department of Transportation (DOT), the Company has implemented five circumstances for drug and alcohol testing:

- | | |
|---------------------------------------|----------------------|
| 1) Pre-employment (drug testing only) | |
| 2) Post-accident testing | 3) Random testing |
| 4) Return-to-duty testing | 5) Follow-up testing |

Pre-Employment Testing

All applicants must pass a drug test before beginning work or receiving an offer of employment. Refusal to submit to testing will result in disqualification of further employment consideration.

Post-Accident Testing

Drivers must submit to drug and alcohol testing any time s/he is involved in an accident while driving a MAV Unit where:

1. There is a loss of human life, **or**
2. There is a nonfatal accident resulting in the Driver receiving a citation under State or local law for a moving traffic violation arising from the accident, **and**
 - a. There is bodily injury to a person who, as a result of the injury, immediately receives medical treatment away from the accident scene; **or**
 - b. Any vehicle involved incurs disabling damage as a result of the accident, resulting in the vehicle being towed away.

Following any accident, the Driver must contact the Company as soon as possible. The Company will find the closest Concentra (or other qualified occupational health center) and provide testing instructions to the Driver.

Any time a post-accident drug or alcohol test is required, it must be performed as soon as possible following the accident. If no alcohol test can be made within eight (8) hours, attempts to perform an alcohol test shall cease. If no urine collection can be obtained for purposes of post-accident drug testing within thirty-two (32) hours, attempts to make such collection shall cease.

In the event that federal, state, or local officials conduct breath or blood tests for the use of alcohol and/or urine tests for the use of controlled substances following an accident, these tests may meet the requirements of this section, provided the tests conform to applicable federal, state, or local requirements. The Company may request testing documentation from such agencies, and may ask the Driver to sign a release allowing the Company to obtain such test results.

In the event a Driver is so seriously injured that the Driver cannot provide a sample of urine, breath, or saliva at the time of the accident, the Driver may provide necessary authorization for the Company to obtain hospital records or other documents that would indicate the presence of controlled substances or alcohol in the Driver's system at the time of the accident.

Random Testing

The Company conducts random drug and alcohol testing. The Company will submit all Drivers' names to a random selection system. The random selection system provides an equal chance for each Driver to be selected each time random selection occurs. Random selections will be reasonably spread throughout the year. The Company will drug test, at a minimum, 50 percent of the average number of driver positions in each calendar year. The Company will select, at a minimum, 10 percent of the average number of driver positions in each calendar year for random alcohol testing. Random selection, by its very nature, may result in Drivers being selected in successive selections or more than once a calendar year. Alternatively, some Drivers may not be selected in a calendar year.

If a Driver is selected at random, for either drug or alcohol testing, a member of the Operations Management Team will notify the Driver. Once notified, every action the Driver takes must lead to a collection. If the Driver engages in conduct that does not lead to a collection as soon as possible after notification, such conduct may be considered a refusal to test.

In the event that a Driver's name is chosen who is not currently driving (is temporarily laid-off due to lack of work), the name will be set aside until the Driver is scheduled to return to work, providing s/he will be returning prior to the next selection. One day prior to the start of the campaign, the Driver will be notified that s/he is to report to a medical center for testing. In the event that the likelihood is that Driver will not be returning prior to the next selection, another Driver's name will be selected.

Return to Duty and Follow-Up Testing

Any Driver who engages in prohibited conduct shall be provided with the names, addresses, and telephone numbers of qualified substance abuse professionals (SAP's). In the event a Driver is offered a Last Chance Agreement and the Driver desires to become re-qualified, the Driver must be evaluated by a SAP and submit to any treatment the SAP prescribes. Following evaluation and treatment, if any, in order to become re-qualified, the Driver must submit to and successfully complete a return-to-duty drug and/or alcohol test. Such Driver is also subject to follow-up testing.

Follow-up testing is separate from and in addition to the Company's post-accident, and random testing procedures. The schedule for follow-up testing shall be unannounced and in accordance with the instructions of the SAP. Follow-up testing may continue for a period of up to sixty (60) months following the Driver's return to duty. No fewer than six (6) tests shall be performed in the first twelve (12) months of follow-up testing. The costs of any SAP evaluation, any prescribed treatment, and all follow-up testing

shall be the responsibility of the Driver. The Company does not guarantee or promise that the Driver will be reinstated.

VII. REFUSAL TO TEST

A Driver who refuses to submit to the types of drug and alcohol tests as required by the Company will be grounds for termination of employment. A refusal to test is defined to be conduct that would obstruct the proper administration of a test. Examples include obstructing the collection or testing process; submitting an altered, adulterated, or substitute sample; failing to show up for a scheduled test; refusing to complete the requested drug testing forms; or failing to promptly provide specimen(s) for testing when directed to do so, without a valid medical basis for the failure. Refusing to sign step 2 of the alcohol form is considered a refusal to test. A delay in providing a urine, breath or saliva specimen could be considered a refusal. If a Driver cannot provide sufficient quantity of urine or breath, s/he will be evaluated by a physician of the Company's choice. If the physician cannot find a legitimate medical explanation for the inability to provide a specimen (either breath or urine), it will be considered a refusal to test.

Drivers who leave the scene of an accident without justifiable explanation prior to submission to drug and alcohol testing will also be considered to have refused to test and will automatically be subject to termination.

VIII. COLLECTION AND TESTING PROCEDURES

Drug testing will be performed through urinalysis. Urinalysis will test for the presence of drugs and/or metabolites of the following controlled substances: 1) marijuana; 2) cocaine, 3) opiates, 4) amphetamines, and 5) phencyclidine (PCP).

The urinalysis procedure starts with the collection of a urine specimen. All testing will be conducted by a licensed independent medical laboratory, which will follow testing standards established by DOT. Testing will be conducted on a urine sample provided by the Driver to the testing laboratory under procedures established by the laboratory to insure privacy of the Driver, while protecting against tampering/alteration of the test results.

Drivers will be considered to be engaged at work for the time spent in taking any post-accident or random drug tests, and will be compensated for such time at their regular rate of pay.

Company will pay for the cost of the testing. The testing lab will retain samples in accordance with State law, so that a Driver may request a retest of the sample at his/her own expense if the Driver disagrees with the test result.

Positive Results

All laboratory results will be reported by the laboratory to a Medical Review Officer (MRO). Negative test results shall be reported by the MRO to the Company. Before reporting a positive test result to the Company, the MRO will attempt to contact the Driver to discuss the test result. If the MRO is unable to contact the Driver directly, the MRO will contact the Designated Employer Representative (DER), who shall, in turn, contact the Driver and direct the Driver to contact the MRO. Upon being so directed, the Driver shall contact the MRO immediately or, if after the MRO's business hours and the MRO is unavailable, at the start of the MRO's next business day. In the MRO's sole discretion, a determination will be made as to whether a result is positive or negative. If, after failing to contact the MRO after 5 days, or if the Driver cannot be contacted at all within 30 days, the MRO may verify the test as positive. After any positive verification the Driver may petition the MRO to reopen the case for reconsideration.

An individual with positive test results may also ask the MRO to have their split specimen sent to another federally certified laboratory to be tested at the applicants or Driver's own expense. Such requests must

be made within 72 hours of notice of a positive test result. If the second facility fails to find any evidence of drug use in the split specimen, the Driver or applicant will be treated as passing the test.

IX. CONFIDENTIALITY

Information from an applicant's or an Driver's drug and alcohol tests shall be kept confidential to the extent required by law and maintained in secure files separate from normal personnel files. Such records and information may be disclosed to managers on a need-to-know basis and may also be disclosed where relevant to a claim or other legal proceeding initiated by or on behalf of a Driver or applicant. Any individual who has submitted to drug testing in compliance with this policy is entitled to receive the results of such testing upon timely written request.

X. ALCOHOL TESTS

The Company will perform alcohol testing using a device that is on the National Highway Traffic Safety Administration's (NHTSA) Conforming Products List (CPL) and meets the DOT's testing requirements. This may be a breath testing device or a saliva-based testing device, and may be provided through a vendor or agent. The device will be operated by a technician who is certified and trained on the specific device s/he will be operating. The Driver shall report to the alcohol testing site as notified by the Company. The Driver shall follow all instructions given by the alcohol technician.

Any initial test indicating a blood alcohol concentration (BAC) of .02 or greater will be confirmed on an evidential breath testing device (EBT) operated by a breath alcohol technician (BAT). The confirmation test will be performed no sooner than 15 minutes and no later than 30 minutes following the completion of the initial test. In the event the confirmation test indicates a BAC of .02 to .02999, the Driver shall be removed from duty for 24 hours or until his/her next scheduled on-duty time, whichever is longer. Drivers with tests indicating a BAC of .04 or greater are considered to have engaged in prohibited conduct, which may result in disciplinary action up to and including termination. All alcohol tests shall be performed just prior to, during, or just after duty.

XI. PENALTIES FOR VIOLATIONS

Applicants who refuse to cooperate in a drug test or who test positive will not be hired and will not be allowed to re-apply/re-test in the future.

Drivers who engage in a prohibited conduct as referenced in this policy may be subject to disciplinary action, up to and including immediate termination of employment, and/or required participation in a substance abuse rehabilitation or treatment program. Such violations may also have legal consequences.

Depending on the circumstances and the Driver's work history/record, Company may offer a Driver who violates this policy or tests positive a Last Chance Agreement (refer to section V "Return to Duty and Follow-Up Testing"). If the Driver chooses not to enter into a Last Chance Agreement, does not complete their rehabilitation program or tests positive after completing the rehabilitation program, they will be terminated immediately and will not be considered for rehire until s/he can show that they have completed a SAP recommended treatment and remained drug free for a period of two years or more.

XII. ADDITIONAL INFORMATION

If you have any questions about this Policy, please contact Susanne Jewell, VP Human Resources at 717/718-9580, extension 101.

This policy is not intended nor should it be construed as a contract between the Company and the Driver. This policy may be changed at any time at the sole discretion of the Company.

Professionalism / Dress Code

When our Drivers are working, they represent **do it outdoors media** as well as our Client. Drivers are constantly in the public eye and therefore are expected to conduct themselves in a polite and professional manner and to be clean and neatly groomed when driving our vehicles. The following standards apply to all Drivers:

Professionalism

- Drivers should NEVER gesture to another motorist – no giving “the finger” no matter what... you are representing our client and never know when the motorist next to you may BE the client
- Drivers are expected to conduct themselves in a polite and professional manner **at all times** when working or in/around a MAV
- Drivers must NOT initiate contact with customers of the client or with the client
- As a general rule, Drivers are NOT to go into the client’s place of business. Exceptions must be approved in advance by OMT
- In the rare instance when interaction with the client is necessary, Drivers must ALWAYS use extreme caution, courtesy and professionalism when interacting

Dress Code – Drivers are expected to wear the following while on a campaign, unless directed otherwise

- Pants – black dress jeans or Dickies OR black or gray shorts, Dickies/Dockers style. The jeans and shorts must be belted with a tucked in shirt. No baggy jeans or shorts; must be plain 5-pocket jeans.
- Shirts – must be a collared shirt (polo-style or button-down) in gray, black, red, or white. May be short or long-sleeved.
- Hat – optional; if worn, must be plain black or a **do it outdoors** hat; cannot be worn backwards
- Outerwear – Use discretion with outerwear. **No large logo brands or team-oriented**
- Footwear - A solid plain shoe (preferably black or brown); no open-toes or open-heels

Basically we need Drivers to be neat, clean and pressed (think UPS-style!). Drivers are representing our company and our clients and therefore need to be presentable at all times.

When **traveling market-to-market**, Drivers may wear blue jeans and plain (no pocket or graphics) black, gray or red t-shirts. If preferred, Drivers may dress the same whether on a campaign or traveling.

do it outdoors media attempts to provide Drivers with **do it outdoors** logo attire periodically throughout their employment. Drivers are asked to wear logoed attire (if they have it) when they are assigned to a campaign and have an event. Drivers may occasionally have the option to purchase additional items on their own.

Progressive Discipline

The best disciplinary measure is the one that does not have to be enforced and comes from good leadership and fair supervision at all employment levels. The Company’s own best interest lies in

ensuring fair treatment of all employees and in making certain that disciplinary actions are prompt, uniform and impartial. The major purpose of any disciplinary action is to correct the problem, prevent recurrence, and prepare the employee for satisfactory service in the future.

Although employment with **do it outdoors media** is based on mutual consent (at-will) and both the employee and the Company have the right to terminate employment at will, with or without cause or advance notice, the Company may use progressive discipline at its discretion.

Disciplinary action may call for any of four steps -- verbal warning, written warning, suspension without pay or termination of employment -- depending on the severity of the problem and the number of occurrences. **do it outdoors media** recognizes that there are certain types of employee problems that are serious enough to justify either a suspension, or, in extreme situations, termination of employment, without going through the progressive discipline steps.

Social Media Policy

INTRODUCTION

We understand that social media can be an enjoyable and rewarding way to share your life and opinions with family, friends, co-workers, public followers and professional contacts around the world. However, there are certain risks and responsibilities in which you should be aware. To assist you in making responsible decisions about your use of social media, we have established these guidelines.

This policy covers all online communications, existing now or developed in the future, including but not limited to: Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest, Vimeo, WeChat, Meetup, Periscope, Twitch, Reddit, Tagged, Musical.ly, Coub, Google+, Foursquare, Flickr, Snapchat, Myspace, SoundCloud, Pandora, Tumblr, Yelp, Elixio, blogs, forums, online journals, chat rooms, personal websites and all other user-generated media. This policy applies to all employees who work for Extreme Holdings Inc. or one of its subsidiary companies.

Any conduct that adversely affects prospects, clients, customers, client agencies, client partners, suppliers, vendors, company partners, brand ambassadors, employees or other entities associated with the company or the company's legitimate business interests may result in disciplinary action up to and including termination.

Please know that the way you behave outside the office is a reflection of the company and the other employees who work here. Your personal life is not just your business anymore when you use the Internet to share the details of it. The company has the right to get involved as it deems fit if it sees any online content that it may not want associated with its brands.

It is because of this that we ask you to use good judgment when participating in social media.

Please carefully review these guidelines and consider all risks and rewards that may result from posting any specific piece of content before posting it.

GUIDELINES

Be responsible, respectful, honest and accurate

You are personally responsible for the content you publish on blogs, wikis, social networks or any other form of user-generated media. Please use common sense, because as a representative of the company, it is expected that you always act in a respectable manner in and out of the office. Principles of integrity, professionalism and honesty should be applied when communicating on or offline. Sometimes you will need to make certain judgment calls as to whether or not you should engage with online content. Please be responsible at all times.

Always show respect for other people's opinions. Do not be argumentative, threatening or participate in any behavior that could be deemed as bullying. Dishonorable content such as racial, ethnic, sexual, religious and disability slurs are not tolerated. Discriminatory remarks or contents that could be considered a form of harassment are equally unacceptable.

Always be fair and courteous to coworkers, clients, prospects, vendors, partners or other company associates, including competitor companies, clients and employees. Remember that work-related issues are best resolved by speaking directly and offline with your coworkers or by utilizing the company's Open Door Policy than by posting complaints or other malicious comments to a social media outlet.

Refrain from discussing "hot-button topics", such as religion, politics, sex or any other controversial material. If you have a blog or other media page geared toward discussion of one of these topics specifically, please remove any and all mentions of your employment details, as the company does not want to be tied to these pages in any way. You should notify the Marketing Manager of this content, so that if a client finds and questions it, the company is prepared with an appropriate statement.

The company reserves the right to edit or amend any misleading or inaccurate content depicted on the Internet, as well as any content that does not adhere to this policy or the company's code of conduct policy, and it may even request such posts be deleted. The company will do so by requesting deletion at either the individual poster level, or if that is unsuccessful, will contact the media directly to report content.

Do not knowingly post anything that is considered rumor or false. If you post something that is false, misleading or otherwise violates this policy mistakenly, correct it immediately and depending on severity or possible backlash, report it to the Marketing Manager. When you post a revision, please date and acknowledge that a revision has been made, since previous posts (even those that have been deleted) may be visible online after an update has been made.

Assume everything you write or post is public, regardless of privacy settings. Also assume that content you publish today will be able to be viewed 100 years from now.

Consider the company's best interests - Never post anything that would cast a negative light on the company or one of its clients, vendors or partners.

All personal social media accounts that have an employer listed in the profile or that link to one of the company websites must also include the first and last name of the employee and position at company. Be transparent in everything you post or share. "All opinions are my own," or a version thereof, must

clearly be stated somewhere in the 'About' or bio sections if speaking about company or brand-related matters. Never represent yourself as a spokesperson for the company.

If you are in a position to manage social media content on a company-owned channel, the profile of that social media account should state posts are by your first name.

Any time you post, comment, share or mention the company or brand-related matters on the Internet, you must identify yourself and that you are an employee of the company if it is not already clearly assumed or stated. Freely disclosing your association with the company protects you as much as it protects the company.

It is perfectly acceptable to talk about your work and have a dialogue with the community regarding what the company does and how you fit into that picture, but it is not OK to post client content that is protected with a signed confidentiality disclosure. If you are unsure, please ask the Marketing Manager. Do not cite or reference a client without direct approval. When you do reference a client, tag them or provide a source link when possible.

It is not acceptable to disclose legal, financial or operational information that is proprietary to the company. Sales numbers should never be posted publicly, nor should you label a client in any sense (e.g., "large account" or "B company"). For operations, publicizing the number of accident-free days you/our company has had or the number of hard brakes you have during a month as a driver, for examples, should not be made public without expressly written permission from a company representative. If it could bring legal action against any party involved, definitely don't share it. Any internal reports, policies, procedures or proprietary information needs to remain confidential.

Never share personal information about our clients, their businesses, the agencies they use or any other private details that it is not your responsibility to share.

It is perfectly acceptable to share, comment, like or otherwise engage with content posted to corporate social media accounts. It should be our combined goal to invite people to follow those corporate accounts if they are interested in company or brand-related information, and as an employee of the company, posts related to such content should always link back to either a company-owned social media page or website.

Handling company-related inquiries and comments

You should never speak to members of the media (including bloggers) on the company's behalf without contacting one of the owners or consulting with the Marketing Manager. Please refer the Media Inquiries policy.

If one of your clients (or anyone else) posts work-related comments, feedback or complaints on your personal page, please immediately notify the Marketing Manager to discuss an appropriate response or to move that conversation into a company-owned space. Do not ever respond to any offensive or negative post made on your page without approval from the Marketing Manager.

Social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your supervisor. For some job positions, social media use may be authorized

as a way to complement your tasks for the greater good of the company, but it should not be something that distracts you from performing your job or meeting your goals. Social media should not in any way interfere with your employment duties. Unless you are paid to handle the corporate social media accounts, don't let social media affect your job performance. Please refer to the Employee Internet Usage Policy (page 44).

Follow laws and all other policies - All proper copyright and intellectual property laws must be observed. All laws, period, need to be followed; if you are breaking the law, do not post it to the Internet. Do not break the law. And once again, use common sense at all times.

All other policies in this handbook need to be observed in social media, as well.

Retaliation is prohibited

If a fellow employee reports a possible deviation from this policy, you are prohibited to take negative action against that employee. You are also not permitted to interfere with any investigation that results.

Tobacco Usage

1. **Absolutely positively NO tobacco products or vaping in any MAV**
2. Step well away from the MAV to use tobacco products - Do not stand outside of the vehicle and smoke.



Work Hours for Drivers

Drivers are provided with routing for each campaign they are assigned. The routing specifies the days of the week and the hours of day that the MAV must be on campaign. Drivers are expected to be on route and working the days and hours exactly as scheduled in the routing provided. Drivers must get prior approval from OMT before deviating from their routing.

Drivers are **NOT** authorized to drive between the hours of 12 midnight and 5:00 AM without permission in advance from OMT.

Drivers are expected to work M2M and other days as instructed by OMT or a Lead Driver. If asked to be at a location at a certain time for group photos or any reason, Driver is expected to be there, unless excused in advance.

MISCELLANEOUS

Media Inquiries / Public Relations

The Company's positive media image and good relationship with the media is important. All media inquiries, whether verbal or written, are to be directed to OMT who will evaluate the request and direct it as appropriate.

Extreme Holdings will generally provide a response to media inquiries within 24 hours of receipt. Certain individuals may be designated to speak on the organization's behalf as directed by the CEO. No one other than these individuals should represent Extreme Holding's position to the media. All press releases will be issued as deemed necessary. The CEO must approve all press releases.

Personnel Records

Personnel files are maintained at the Home Office and are considered confidential. Only limited access to personnel records is allowed.

In conformity with State statutes, current and former employees shall have a reasonable opportunity to inspect their personnel files and, upon request, to obtain copies of all or part of their file. All requests will be permitted within three business days of the request. Former employees will be charged a nominal fee for photocopies. If an employee disagrees with the information, s/he may submit written comments that will be attached to the document in question.

Representatives of government or law enforcement agencies, in the course of their business, may be allowed access to file information. This decision will be made at the discretion of Human Resources in response to the request, legal subpoena, or court order. The employee will be informed prior to the disclosure if possible.

All requests for information on current or former employees must be referred to Human Resources. Employees must give their written permission before there will be external disclosure of their personal information, with the exception of the following information:

- Verification of dates of employment and positions held when requested by the employee's prospective employer.
- Personal information which the company is legally required to reveal by court order or subpoena.

For written requests, information will be provided on the form provided only when it is accompanied by a former or current employee's signed authorization to release information. The written form will be returned directly to the requesting party. Information given by phone will be limited to *confirmation* of employment dates and position title.

Workers' Compensation

All employees are covered by workers' compensation insurance, which compensates an employee for lost time, medical expenses, and loss of life or dismemberment from an accident, injury, or illness on the job. All accidents must be reported to the employee's direct supervisor immediately.

DRIVER SPECIFIC INFORMATION / PROCEDURES

MOBILE ADVERTISING VEHICLES (MAV's)

do it outdoors media runs campaigns using several different mobile advertising vehicles including mobile billboards, utility vehicles and armored vehicles.

MOBILE BILLBOARD VEHICLES ARE 13' 2" HIGH

Due to re-paving and mismarked clearances:

CLEARANCE MUST BE MARKED AT LEAST 13' 6"

DO NOT attempt to travel under anything (bridges, fuel stations, parking garages, trees, wires, etc.) unless these areas are marked 13' 6" or higher

NEVER TAKE A CHANCE

TURN AROUND AND FIND ANOTHER ROUTE OR STOP AND CALL FOR ASSISTANCE

BUSINESS EXPENSES

Business expenses may be paid for by the Driver or with funds loaded on the Comdata **BLUE** card. The Comdata **BLUE** card is the Company's way of providing Drivers with cash to be used for work-related expenses so that the employee does not have to pay for such expenses out of their own pocket. Any non-typical business expenses must be approved in advance by OMT.

An Expense Form and receipts must be submitted for reimbursement/substantiation. Drivers are responsible for saving ALL receipts for business-related expenses (whether using Comdata funds or personally funding) and submitting them to the Home Office for reimbursement consideration. We will reimburse (only for eligible expenses) for receipts going back to the month prior to the current month. Example: In March, we will accept any receipt dated February or March only. Receipts older than February do not meet our accounting deadline and may not be reimbursed.

Expense Reimbursement Procedure

Drivers must complete and submit a *Driver Expense Form* and provide all appropriate receipts. A copy of the form is found on the Driver's website – print form and write in details, or enter in the Excel spreadsheet. Receipts and the *Expense Form* should be submitted electronically. No reimbursement will be processed without BOTH the receipts **AND** the *Expense Form*.

Completing the Expense Form

1. Print your name clearly at the top
2. Receipts must be submitted for **every** expense, including truck washes and postage
Note: Handwritten receipts are acceptable for coin truck washes only
3. Enter the particulars of each receipt on the *Expense Form*
4. Printing your last name on each receipt is advisable
5. Sign and date the bottom of the *Expense Form*

6. Keep copies of the receipts and *Expense Form* until you have seen the adjustment on your Earnings Statement (under Comdata whether you used Comdata funds or not)
7. Put as many receipts as possible on one 8.5" x 11" sheet of paper when sending in copied receipts to cut down on waste – scan or take a photo with a WHITE background.

Incomplete submissions may result in the entire submittal being returned to the Driver. It will then be the Driver's responsibility to correct the error and re-submit. This may cause a delay in processing and any Comdata withdrawal not accounted for WILL result in a payroll deduction.

Note: Mastercard McFleet fuel purchases (MERCHANTS Fleet fuel card) are not entered on the *Expense Form* and do NOT need to be submitted to the Home Office

Using Comdata **BLUE** Card for Business Expenses

Comdata funds **ARE NOT** for personal use. Misuse of Comdata funds may result in the card no longer being funded. It will then be up to the employee to pay for their work-related expenses and submit receipts for reimbursement following our Expense Reimbursement procedure.

How to obtain funds on the Comdata card for work-related expenses:

- ✓ Notify OMT during normal business hours by sending an e-mail OR a text message
- ✓ When requesting funds, be sure to include an explanation of why the money is needed and exactly how much for each need
- ✓ Funds are issued in increments of \$20
- ✓ Once approved, funds will be loaded on your Comdata card
- ✓ Withdraw the entire amount in one transaction to avoid transaction charges
- ✓ Before attempting to make a withdrawal, be sure that you received an emailed/text response from OMT confirming that the funds were loaded

NOTE: If you simply try to withdraw the funds without verifying the funds have been loaded, you will reduce the amount of funds available to you because the account is charged every time a Driver attempts to withdraw, even if money is not actually withdrawn. DO NOT check balance at an ATM – this lowers the amount available

PLAN AHEAD ... It should NOT be necessary to do a Comdata load on Holidays, weekends or after 5 PM PST Monday through Friday. Plan ahead and notify OMT by Friday prior to the weekend. We do recognize that unfortunate and unplanned incidents do come up – when those situations occur, please contact the person on-call ONLY.

Things to Know when using your Comdata card:

1. Drivers can only withdraw from a **Cirrus** ATM. The stickers on, near or surrounding ATM machines indicate whether it is a Cirrus machine
2. Comdata cards may NOT be used for making long-distance calls or for purchasing fuel
3. Refer to the *Driver Paycheck Schedule* for timelines regarding Comdata and your paycheck, including the deadline for receipt submission
4. Comdata withdrawals within a pay period without the appropriate completed *Driver Expense Submittal Form* (and receipts) sent in to offset the withdrawal will result in a payroll deduction for the unsubstantiated amount

COMMUNICATION

Cell Phones

Drivers are required to have a cell phone for communication with Operations and other **do it outdoors media** personnel. Drivers will be reimbursed at a monthly prorated amount of \$50 (dependent upon number of days worked). Cell phone reimbursements are made through payroll the first pay date of every month for the preceding month.

Drivers must:

- ✓ Make sure the phone is charged, turned on, and in personal possession at all times when working **or** assigned to a campaign
- ✓ Check for messages ***at least once a day*** when not on a campaign (for information regarding last-minute or upcoming campaigns)
- ✓ Answer the phone professionally when working
Example: "Hello, this is John, Driver for **do it outdoors media**, how may I help you?"
- ✓ Be polite and helpful at all times with other Drivers, Lead Drivers, Ops team, and most especially, with our clients
- ✓ Adhere to *Cell Phone Use While Driving*. Failure to do so may result in disciplinary action, up to and including termination.

Cell phone safety is covered under the ***Cell Phone Usage Policy*** in the Safety section of the Handbook.

In the event that we need to reach you when you are driving, we will send you a text (not to be looked at until you stop) asking you to call us when you are stopped. In the event we need to speak with you right away, we will call you three times and hang up. This will alert you that you need to find a safe place to pull over and return the call of the person calling you.

Driver Meetings

Driver meetings are held throughout the year and are mandatory. Drivers are notified by their Lead Driver of the meeting and Drivers are expected to call in on the conference line at the instructed time. Failure to call in for Driver Meetings, without being excused prior to the meeting, will be reflected in your Performance Evaluation.

Driver Website

www.thisishowweroll.org is the official Driver website. This is your one stop shop for any information you need while out running a campaign. You can find instructions for vinyls, photos, or the tablet. There is vital safety information and monthly safety quizzes. Also available is contact info, vehicle info, various forms, benefits info, meeting minutes, photo examples (along with monthly contest winners), and labor code descriptions and examples.

DEPARTMENT OF TRANSPORTATION (DOT)



do it outdoors media must adhere to the rules and regulations of the Department of Transportation.

Hours of Service Regulations

1. Drivers must be off-duty for 10 consecutive hours before coming on duty (reset period)
2. Drivers may be on duty a maximum of 14 consecutive hours after coming on duty
3. Of these 14 consecutive hours, only 11 hours may be actual driving time
4. When it is necessary to complete your Log Book (M2M): Within any 8 hour period you are ON DUTY driving, you are required to be OFF DUTY for 30 minutes before driving again
5. **do it outdoors media** follows the weekly limit of 70 hours / 8 days (FMCSA section 395.1)
6. This period will re-set after 34 consecutive hours off duty.

Driver's Daily Log Book

Driver's Daily Log Books are regulated by the Federal Motor Carrier Safety Administration (FMCSA). Your *Log Books* are federal documents, therefore, falsifying or misrepresenting ANY information is unacceptable and illegal. Falsifying logs will not be tolerated by **do it outdoors media**. Violators may be terminated.

We use the Omnitrac XRS electronic log system in all of our MAV's. Drivers are required to use the electronic logs every day while using a MAV. This includes M2M days, campaign days and personal conveyance use. The electronic log system may be inaccessible at times. When this happens, the driver must use a paper log book to track hours of service.

Log Books may be picked up at the Vegas or York hub, or at any truck stop. It is the Driver's responsibility to have a paper *Log Book* at all times – even when the driver is using the electronic log system. It is required that each driver carry a paper log book as an emergency back-up in case the electronic log is inaccessible. DOT inspectors will ask to see the driver's back-up paper log book -- even if the electronic logs are current.

When to Complete a Driver's Daily Paper Log Book

- When driving M2M, or traveling outside a 150 air mile radius from the work site reporting location (hotel)
- When driving M2M the same day after driving a campaign day (the log must be completed for the entire day)

Note: *Log Books* do NOT need to be completed on a day when Drivers are only running a campaign (150 air-mile radius exemption)

- In lieu of completing the *Log Book*, Drivers are expected to complete the ***Driver's Time Record*** on a daily basis so that documentation exists to show proof of hours in the event that it is needed at a weigh station. The *Driver's Time Record* must be completed in the time zone of reporting hub (same as with DOT *Log Book*)

DOT Medical Examiner's Certificate

Drivers are responsible for having their Medical Examiner's Certificates with them at all times. Furthermore, Drivers are responsible to notify **do it outdoors media** prior to the Medical Examiner's Certificate expiration. These cards are usually valid for two years after the time of physical. Driving without a valid DOT card is not permitted.

Note: If a medical leave of absence has been taken, the Driver may be required to pass the DOT physical and provide a new DOT card before returning to work if the injury or illness may have impaired the driver's ability to perform his/her normal duties.

Weigh Stations

Drivers are required to pass through all DOT weigh stations or designated commercial vehicle stops when driving for **do it outdoors media**. Vehicle inspections typically include providing updated and complete documents, i.e. DOT logbooks, DOT Medical Examiner's Certificate, vehicle registration card and proof of insurance card. Fines levied as a result of driver deficiencies are the responsibility of the Driver. If you receive any kind of citation at a weigh station, you are required to immediately notify your supervisor and send them a copy of the citation. Failure to do so may result in immediate termination.

North American Standard Inspection CVSA Decals

When you pass through a weigh station and PASS a vehicle inspection, BE SURE to request a CVSA decal (a picture of the decal forwarded to OMT will get you \$20 extra per diem!). To qualify for a CVSA decal, a vehicle must not have any Critical Vehicle Inspection Item violations contained in CVSA Operational Policy. CVSA decals when issued and affixed shall remain valid for a period not to exceed three consecutive months. Vehicles displaying a valid decal GENERALLY will not be subject to re-inspection.



When a CVSA decal is applied it means that during the inspection no defects were found of the following critical vehicle inspection items: brake systems, coupling devices, exhaust systems, frame, fuel systems, lighting devices, safe loading, steering mechanism, suspension, tires, van and open-top trailer bodies, wheels and rims, windshield wipers and emergency exits for buses.

DOT Post-Trip Inspections are covered under *Fleet Maintenance Program*

DRIVER REPORTING REQUIREMENTS

Employees must have a valid and current Driver's license to operate a Company vehicle or a personal vehicle, while on company business. Employees are expected to drive in a safe and responsible manner and to maintain a good driving record.

1. When operating a Company vehicle or driving for Company business, **any** accident must be reported to OMT. Accidents involving the employee's personal injury must be reported to HR for Workers Compensation purposes. Failing to stop after an accident and/or failure to report an accident may result in disciplinary action, up to and including termination of employment.

2. Any employee who has a driver's license revoked or suspended shall immediately notify their direct supervisor and immediately discontinue operation of the Company vehicle/driving for Company business. Failure to do so may result in disciplinary action, up to and including termination of employment.
3. Drivers must report all ticket violations received within 72 hours to OMT.

Annual MVR/DMV Updates

Motor Vehicle Records (MVR) will be obtained on all Drivers, Staff (that may have the potential to drive on behalf of the company) and Event Managers (subcontractors) prior to employment and annually thereafter. Criteria that may indicate an unacceptable driving record and may result in a loss of driving for the Company include:

- a. Unreported moving violations, accidents, traffic convictions, or loss of license
- b. A DUI / DWI conviction
- c. Two or more moving violations within a year
- d. Two or more chargeable accidents in a personal vehicle within a year
Chargeable means that the driver is determined to be the primary cause of the accident through speeding, inattention, etc.
- e. Any combination of accidents and/or moving violations

A new Driver may begin training prior to the receipt and evaluation of the MVR, but they will not be allowed to drive a MAV until the MVR is received and reviewed. This conditional situation does not waive any Company rights under the remainder of this document.

All employees are required to notify Management in the event they are issued a citation for **any** motor vehicle-related violation, personal or business-related. Any employee who exceeds five points (for a look back period of three years) according to the table below may be terminated. 9 points in 3 years may be allowed under extenuating circumstances.

Violation	Points
Speeding 0 to 10 MPH	2
11 to 20	3
+20	5
Most moving violations such as failure to stop at red light, failure to yield right of way, following too closely, etc.	3
Involved in one preventable accident (for Drivers, may be considered separately)	3
• Drivers Only: Operating a vehicle while using (in any manner) any electronic device • Distracted driving • Failure to use restraint system (wear safety belts)	4 pts - 1st offense Termination - 2 nd offense (within 3 years)
Failure to yield to pedestrian, bike or motorcycle	4
Passing a stopped school bus	5
Corrective Action Necessary	

2 to 3 Points Requires:

- Manager to review record and counsel Driver on improvement, PCR
- Employee will be advised of responsibility to drive in a safe and courteous manner in accordance with defensive driving principles
- MVR will be pulled every 6 months until Driver has a clear record for two years

4 to 5 Points Requires:

- Manager to discuss record and improvement with employee
- Final Written warning
- Defensive Driver Program training (Employee expense)
- MVR will be pulled every 6 months until Driver has a clear record for two years

Major violations such as extreme reckless driving, fleeing the scene of an accident, or driving under the influence may result in immediate termination.

Preventable Accidents

A “Preventable Accident” is one in which the driver failed to do everything to avoid it.

All Driver related accidents will be reviewed and investigated by the OMT. All Staff related accidents or serious Driver incidents will be referred to the Health & Safety Committee. Immediate termination may result if an employee is:

- Involved in a preventable accident within the first 90 days of employment
- Involved in any preventable accident after 90 days with excess damages (reviewed on a case-by-case basis)
- Involved in any two preventable accidents in a 12-month period

Employees involved in accidents deemed not to be their fault by the Health & Safety Committee may not be subject to termination.

FINES AND TICKETS

Motor vehicle laws have been created to ensure safety. Therefore, these laws should be obeyed in conjunction with **do it outdoors media** safety procedures. Disobeying laws may result in fines and/or tickets for which the Driver accepts full responsibility. Tickets received for moving violations, “No Parking” violations, etc. will not be paid by **do it outdoors media**. It is the Driver’s responsibility to ALWAYS obey the laws of the road. Excessive violations may result in disciplinary action, up to and including termination. Copies of ALL violations must be sent to OMT upon receipt.

Ordinance/Zoning Violations

In the event that you are instructed to drive a MAV in an area where such units are considered by local authorities to be prohibited and you receive a citation, **do it outdoors media** will pay the fine. Should you receive a violation of this nature, notify OMT immediately and send in the citation.

When operating a MAV, NEVER drive on a Parkway or other roadways that have posted signs banning trucks. Tickets received in these instances will be the responsibility of the Driver. **NEVER argue with a police officer or a ticketing official regarding a fine or ticket.**

FLEET MAINTENANCE PROGRAM

do it outdoors media contracts with Merchants Fleet Management Services for our vehicle maintenance. Every unit is assigned a Merchants packet, which should be kept in the vehicle while driving. When the unit is parked, the Merchants packet is to be brought inside, whether it is the Home Office, your hotel room or your home. When you are leaving a MAV at a storage facility, the packet must be left with the MAV. When you are assigned to a vehicle, be sure that you have a Merchants packet with all contents accounted for; notify OMT immediately if anything is missing. Merchants packets should ALWAYS contain:

- Merchants Corporate Fleet Fuel Card (unit specific) → **To be used for business use ONLY**
- Accident Management Form
- Vehicle Registration (unit specific)
- Insurance Card
- Vehicle keys (ignition and back door)

For Emergency Breakdowns:

- First call Merchants, then call OMT
- You may want to call your Lead Driver first for assistance

Driver Maintenance: Each Driver is responsible for the day-to-day upkeep of his/her vehicle, INSIDE AND OUT. Driver maintenance includes items such as overall cleanliness, current registration, current annual State or DOT inspection, replacement of light bulbs, correct tire inflation, spot painting, fluid levels, and wiper blades. Drivers are expected to keep an inventory of vehicle fluids on hand (i.e. oil, anti-freeze, fuel additive, windshield washer solvent). When supplies are needed for vehicle maintenance, notify OMT (York and Vegas may have vehicle supplies). You are required to check the air pressure in all tires weekly and the tire depth every other week.

Refer to *Vehicle Appearance* and *Vehicle Supplies* for additional details on vehicle cleanliness Vehicle Inspections

Drivers must conduct a full inspection of the entire vehicle **EVERY DAY** to ensure it is in safe operating condition. Drivers must complete the *Pre/Post Inspection Checklist* on the tablet on a daily basis and send them in to the Home Office on a regular basis if done on paper.

NOTE: *Any maintenance deficiencies, body damage, or potential problems are to be reported immediately to OMT. Damage not reported and discovered later may negatively affect your Driver's Performance Evaluation.*

Vehicle Inspections Include:

1. **Wheels and tires:** Inspect for cuts in sidewall or tread, low tire pressure, and worn tires.
2. **Body and glass:** Inspect for body and/or paint damage. All glass should be checked for stone chips and/or hairline cracks.
3. **Interior Body:** Check floor in rear and inside cab.
4. **Rear panel inspection:** If logos or rear panels are flagging or coming off, use polyurethane based tape to repair seams or flagging areas. DO NOT USE PACKAGING TAPE! The polyurethane tape will not reflect light and is virtually invisible.
5. **Vinyl inspection:** Vinyl should be tight and have no wrinkles at all. If vinyl is damaged in any way, call your supervisor immediately.
6. **Vehicle lights:** Check operations of high and low beam headlights. Check all marker lights. Inspect brake lights and turn signals (front and back). Inspect lights that illuminate billboard.
7. **Engine oil:** Check engine oil levels, add oil if necessary. If oil level drops suddenly, notify Fleet Manager.
8. **Fuel / Water Separator:** Drain daily to remove water in fuel line.
9. **License plate/registration and inspection sticker:** Make sure the license plate is secured to the back of the vehicle. Make sure the registration sticker is up-to-date and secured on license plate. Also check the inspection sticker and contact the office if expiration date is near.
10. **Service/oil change (PM):** The Operations staff is monitoring oil change and service requirements. When notified, it is the Driver's responsibility to contact "Merchants Fleet Management Services" and make arrangements to take the vehicle as directed to an authorized repair center in his/her home market to receive the service. All maintenance should be accomplished on schedule.
11. **Registration, insurance and inspection paperwork:** Before you take a mobile unit, make sure the registration, insurance and inspection paperwork is in the unit and that it is current. Failure to have these items in your vehicle may result in a fine if you are pulled over.

KNOW YOUR VEHICLE!

Drivers should pay attention to how their unit performs and report any deficiencies to the OMT immediately

Pre / Post-Trip Inspections

Complete the *Pre/Post Inspection Checklist* using XRS on the tablet at the beginning and end of every work day. Take a walk around the vehicle and look for things wrong. Keep spare paper copies with you at all times in the event the tablet is not working – these spare copies must be submitted to paperwork@doitoutdoors.com.

Unit Condition Report (UCR)

Each Driver is responsible for leaving his unit spotlessly clean when dropping it off at a hub or handing it off to another Driver.

Whenever you are picking up a vehicle to use for a campaign, transferring from one unit to another during a campaign, or dropping off a vehicle after a campaign, you must complete a *Unit Condition Report* (UCR) preferably on the tablet or can be done on paper. This *Report* provides us with a 'picture' of what the vehicle looks like at that point in time. The Driver must submit the UCR to the Home Office as soon as possible after completing if done by paper.

When dropping off a MAV at the York Office or Vegas Hub:

Drivers are required to complete a UCR before leaving the Office/Hub. If during business hours, when possible, the Driver will be required to wait for his unit to be inspected. If the vehicle is not clean, they may be instructed to clean the vehicle.

Shop Maintenance/Repairs: Includes those services recommended by the manufacturer and any other maintenance that is not Driver maintenance. Included are oil and filter changes, mechanical/electrical repairs, tire maintenance, replacement of hoses/belts, brake system maintenance etc.

OMT will notify Drivers when routine recommended services are due. Once notified, Drivers are asked to contact **Merchants at 877-870-4999** for direction to the nearest authorized service center. Work will not be done during a campaign unless there is an immediate need.

Under **NO** circumstance is a Driver to take a vehicle in for service without approval from OMT! Any unauthorized repair OR any repairs done without the involvement of Merchants may be the financial responsibility of the Driver and could lead to disciplinary action up to and including termination!

FUELING THE MAV UNITS

All Drivers are provided with a *Merchants Corporate Fleet Fuel Card* (included in the Merchants packet) to purchase **DIESEL** or **GASOLINE** fuel for the MAV's only. Please know which type of vehicle you are driving and put the correct type of fuel. **IF UNSURE, ASK!!!**

Utility Vehicles (UV's) require DIESEL
Armored Vehicles (AV's) require DIESEL

Units 16 – 103 require DIESEL
Units 104 and up require GASOLINE

Drivers should plan to fill their vehicle at the first available fuel station once their gauge shows only ¼ tank remaining. Unless there is a gauge failure, there is absolutely no reason for any Driver to run out of fuel. If you do ever run out of fuel, contact OMT immediately for instructions. The current rate for a service call of this nature is approximately \$450. Running out of fuel, using improper fuel, or fueling up a vehicle other than a Company vehicle, may be cause for disciplinary action, up to and including termination. You are only permitted 4 fuel ups with the Merchants fuel cards in a 24 hour period so please plan appropriately. If you need more fuel, contact OMT.

NOTE: Drivers are expected to drive vehicles with reasonable prudence to conserve fuel and sustain them at the highest operating efficiency.

GPS TRACKING SYSTEM

All units are equipped with a GPS tracking system. Data tracks are generated 24 hours a day, 7 days a week. This information is monitored by the Operations Team and made available to the clients. Tampering with or removal of any component of this system is cause for immediate termination.

INSURANCE, REGISTRATION AND INSPECTION

The original vehicle registrations and insurance cards must be current and kept in the vehicles at all times. Insurance cards are available on the Driver's website, copies of other documents are available upon request. Operations is responsible for monitoring insurance, registration and inspection due dates but all Drivers should be aware of these requirements and notify the OMT immediately if any of these documents are outdated.

PERFORMANCE EVALUATIONS

Drivers are evaluated annually, usually the first quarter of every year for the preceding calendar year. Evaluations consist of input from Lead Drivers and the entire Ops team, as well as from metrics that we maintain throughout the year (i.e. Comdata usage, submittal of paperwork, posting photos and campaign photos, availability)

PHOTOS

Taking photos is considered a primary job function of our MAV Drivers. Drivers are expected to take strategically located and creative photos throughout a campaign showcasing the busy intersections and areas that they target. These photos are used in what we refer to as a *Proof-of- Performance* (POP) for our Clients. In addition, oftentimes during a campaign, we will send the client photos and an update of their campaign. Drivers are expected to upload their photos to ShareFile, a secure online file-sharing website in a timely manner.

A POP photo needs to prove to our client that the MAV was where they wanted it to be, and that it was being seen.

1. Refer to your routing instructions for the Client's target audience. This is who the Client is trying to reach, who they want to see the MAV. Example: If the client is Coors, they want photos that show people attending a sporting event or going into bars with our MAV in plain sight.
2. Be aware of what you are advertising and take appropriate photos. Example: If you are advertising an alcohol product, do NOT take photos near children or a church.

There are two types of photos required:

Posting Photos

1. The first photos submitted to the Home Office are referred to as *posting photos*. A posting photo shows a close-up of the entire unit and creative. Posting photos must include both the driver and passenger side of the unit.
2. Every time there is a vinyl change or unit swap, new posting photos are required.
3. Submit posting photos by emailing to posting@doitoutdoors.com.
4. Label your email with unit, client, and location. Example; Unit 84 – Coors – Denver, CO
5. Posting photos should be submitted **prior** to starting/running the campaign. This allows Operations to 1) check the creative to ensure it is the correct creative, 2) see that the unit is clean, and 3) see that the vinyls are properly stretched.
6. In the event a vinyl is not stretched properly, the Driver will be notified that they must continue to work with the vinyl and re-submit posting photos.

Note: If your vinyl is not WRINKLE-FREE, fix it and/or get help **before** sending us posting photos.

Campaign Photos

1. *Campaign photos* are those strategic/creative photos that are taken on a campaign. Campaign photos, like posting photos, should be sure to include both sides of the MAV unit.
2. Drivers are expected to take photos for every campaign they run, even if they do not run the entire campaign. If a Driver takes over a campaign for another Driver, photos are required from both Drivers. **No excuses for not taking photos**. When in doubt, take photos!
3. If a Driver is covering more than one campaign, they should upload their photos separately for each campaign. Please do NOT upload photos for two different campaigns at the same time.
4. If there is more than one area to be covered on a route, photos must be taken in all areas.
5. In accordance with our policy against parking/stopping near schools (refer to Routing), Drivers are NOT to take pictures with the MAV in front of any schools, grade K-12 or pre-schools.
6. Drivers MUST avoid taking Photos of children. Exceptions may be made if the parent is present and is part of the picture. DO NOT take photos at playgrounds or any child-oriented event.
7. Campaign photos are to be sent to us in batches. A batch will consist of several shots at varied locations. Ten shots in 1 spot = 1 picture. By the same token, a couple of shots in 1 spot allows us to select THE best shot but ultimately, it still = 1 picture. You MUST get several different locations in every batch.

When Campaign Photos are Due

	Campaign Photo Deadline and Quantity of Photos Required
For a campaign 1-4 days in length	Photos are most important for short campaigns. Must upload a batch of photos after first day and again before campaign ends. Driver should NOT leave market until photos have been reviewed by Operations. One day campaigns should be uploaded throughout the day and should be equivalent to several batches.
For a campaign 5 days in length	Must upload a batch of photos by the 2 nd day of the campaign and at the end of the campaign.
For a campaign > 5 days.	Must upload a photo on the 5 th day and weekly thereafter.

When there are events	Photos are required for any specific events you are asked to target. We must have photos within a day of the event
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Things to keep in mind when taking pictures.....

1. Make sure the vehicle and vinyls are **CLEAN**
2. Make sure the vinyl is **STRETCHED PROPERLY** and **NOT WRINKLED**
3. Photos must be taken horizontally, not vertically.
4. Move in so that you see only the most important elements (i.e. MAV unit, crowds of people, targeted location) but don't be so far away that the creative is not legible
5. Get creative with unique angles and shots
6. Take several shots in a single location if there is a lot going on – Remember, five pictures at one location only counts as one picture
7. Be sure that all vehicle doors are shut when taking photos
8. Be careful of sun light; taking a photo facing the sun causes the picture to have a glare
9. Try to have people in all photos; the more people/traffic, the happier the client is
10. **Stay away from parking lots.** Do not take photos in an empty parking lot or a parking lot full of empty cars. All you're proving to the Client is that **NO ONE SAW THE MAV**
11. The entire MAV unit should be in the photo with no trees or other objects blocking the creative
12. Pictures of people with the MAV unit are great. Remember that no one is allowed on the MAV decking and no pictures of children, unless accompanied by an adult
13. **If you are required to take pictures at night**, make sure to get close to the unit. It would even be wise to take a few photos right at dusk and not wait until it gets too dark
14. Do not edit or crop your photos. We will do that when putting the POP together
15. **Variety is key.** Take different angles, different locations. Both sides of the MAV. Take photos or target locations, crowds of people, and traffic. Get a little bit of everything in your batch of campaign photos.
16. If there is more than one Driver covering an area, team up to assist each other in getting some great action shots (always coordinate this through a Lead Driver and/or Operations)
17. The more photos you shoot, the better the chance of having some really great shots
18. Alert your lead driver or OMT if you are struggling finding places to get photos. The sooner we know, the sooner we can help you succeed.

**HAVE FUN WITH TAKING PICTURES.....
IF YOU HAVE ANY QUESTIONS OR ARE HAVING TROUBLE,
PLEASE CALL OPS FOR ASSISTANCE!**

ROUTING

Operations will provide Drivers with an assigned route to drive for every campaign. The majority of your routes will be provided to you on the in-cab tablet via the RoadNet application. Drivers must stay within the assigned scheduled route for the day. Notify OMT if you find yourself in an area where MAV's are prohibited. All Drivers should carry an atlas or a GPS in their vehicle for extra help navigating in a new area. If you have ANY questions regarding your route, call your Lead Driver or Operations for assistance. **Never contact the client!**

Drivers should avoid school areas to the best of their ability AT ALL TIMES. In line with the Outdoor Advertising Association of America's industry code, please adhere to the following guidelines:

- a) Drivers are NOT to park near any schools, grade K-12 or pre-schools, at ANY time.
- b) Drivers MUST be aware of where they park to ensure they are NOT near a school-related building.
- c) When advertising for alcohol or adult-themed campaigns, the MAV is NOT to be within 500 feet of schools, churches and/or playgrounds.

Drivers not running the route as instructed (including going off route or having too many extended stops) may be subject to disciplinary action, up to and including termination. Drivers are required to notify Operations immediately in the event that they are not running their route as instructed.

Remember.....

- ✓ Our job is to provide the maximum exposure possible for our clients within a given route. This is accomplished by staying in the most populated areas on your routing (shopping centers, busy intersections, etc). Do not waste time in empty parking lots or deserted areas
- ✓ Be in the right place at the right time. Review the dates, scheduled start/stop time and route EVERY DAY
- ✓ All stops, with the exception of lunch, should be kept to a maximum of fifteen minutes. Stops exceeding 15 minutes are considered extended stops and must be reported to Operations.
- ✓ If your routing instructions tell you to "target" a location, it means you should focus your driving as close to the address as possible. It does NOT mean stop or park at that address
- ✓ If your routing instructions tell you to "park" at a location, you should stop and park at the address for the designated amount of time. In the event you are unable to park, drive as close as possible to targeted location
- ✓ Malls are generally opposed to having MAV's in mall parking lots. Therefore, avoid parking at malls, just drive through if your routing tells you to. If you need pictures at a mall, take the picture and leave the parking area as quickly as possible
- ✓ As a rule, Drivers run approximately 100 -120 miles a day – notify Operations if you find that you are exceeding this amount frequently

- ✓ NEVER go into a client's establishment to alert them you are there, ask questions, or to loiter
- ✓ Do NOT drive on a Parkway – trucks are prohibited on Parkways and you will be fined
- ✓ The mapping software we use does not indicate low bridges or truck restrictions. We expect you to be a careful driver, aware of your route and its limitations
- ✓ If a client approaches you for any reason, advise Operations as soon as possible
- ✓ If a client requests that you change your routing, POLITELY advise them that you must alert your Manager before making changes. NEVER change your route without Operations approval
- ✓ READ each page of your Routing EVERY time you receive a new route – campaigns are all different and you should be aware of the campaign objective

TRAVEL

As an employee of **do it outdoors media**, you are required to travel whenever necessary. Although we do our best to give ample notice when a Driver will be away for an extended period of time, this is not always possible. This means you may be asked to travel out of your home base for an extended period of time without much notice.

Overnight Accommodations

Overnight accommodations are one of the Company's greatest expenditures. We have arrangements with various motel chains to receive a discounted rate for our Drivers and the chains bill the Company directly. Operations and Lead Drivers are responsible for making **all** overnight reservations. Exceptions are few and must be approved in advance by OMT.

We believe that our Drivers are all professionals and are capable of executing their "market to market" (M2M) trips. In the event that you cannot make it to your reserved hotel, you **MUST** contact OMT immediately so that the reservations may be cancelled and alternate arrangements made. Anytime we are billed for a "no show" due to a Driver not showing up at a hotel that was booked for them, the Driver may have this amount deducted from their check if it is determined that appropriate steps to notify their Lead Driver were not taken.

You must plan ahead when traveling M2M (rule of thumb is 500 miles a day) and not be requesting a hotel at the last minute. Please note that unauthorized hotel changes that incur additional cost and/or unauthorized incidentals on the hotel bill may be deducted from the Driver's pay.

Driver's are expected to submit all hotel folios to paperwork@doitoutdoors.com. This is a metric on your Performance Evaluation because it is important that we have this.

VEHICLE APPEARANCE

ADVERTISING IS IMAGE... **IMAGE IS EVERYTHING!!**

In order to continue being the number one mobile promotions company in the United States, we must maintain the cleanest, best maintained advertising vehicles. Drivers must wash their units as often as necessary to keep them clean, inside and out. Drivers are required to send in a picture of their vehicle's interior at the start of every campaign and/or at the beginning of every month, whichever is first.

Since clients sometimes ride in our vehicles or the public likes to see what the inside of the vehicle looks like, interiors should be **spotless**. Basic guidelines for vehicle appearance are as follows:

1. Drivers should wash their vehicle a minimum of once a week depending on the climate. In the event of snow and rain, it may be necessary to wash your vehicle more often
2. Drivers should thoroughly clean the inside of the vehicle, including vacuuming, at least once a month
3. Drivers are to keep the "box" of the units clean and debris free. This means no vinyls, trash, empty fluid containers...

VEHICLE USAGE DO'S AND DON'TS

Alcohol – The Purchase of

Should you purchase any alcoholic beverages for consumption during your off time, you must make the purchase after campaign hours. In addition, if you are in a MAV, DOT regulations require that you store the alcohol in the rear of the vehicle and not in the cab, unopened in its original packaging.

Break-ins / Vandalism – Any Incidents

Any time there is any type of incident, you are expected to notify OMT as soon as reasonably possible. Drivers should contact their Lead Driver and/or OMT about anything unusual. If a vehicle is broken in to or vandalized, follow these steps:

- Notify the police immediately
- Make a report and make sure to get a police report number
- Secure the vehicle if a window is broken
- Call OMT to report the incident immediately, even on weekends and after business hours

OMT will evaluate the situation, vehicle damage, and make a decision about what to do next. A driver should *NEVER ASSUME* that he/she knows what's best. Drivers are required to speak with OMT and OMT will make any necessary decisions taking into consideration any Driver recommendation.

Clearance Requirements

Clearance must be marked at least **13'6"**. Do not attempt to travel under anything (bridges, fuel Stations, parking garages, trees, wires, etc.) unless these areas are marked **13'6"** or higher. There are no excuses for damaging the top of the vehicle because you weren't paying attention or you thought you could make it.

Decks

Drivers should not get up on the deck of the mobile billboard. Drivers also need to keep anyone else, the public or any promotions team, off from the deck of the mobile billboard.

Entering and Exiting MAV's

"Three Points of Contact" - There should always be three of our four extremities in contact with the vehicle at all times during boarding and exiting. Two hands and one foot or two feet and one hand should always be used to support our ascent into or descent from within the vehicle. This will ensure that we have sufficient means to recover from what would have otherwise been a painful fall due to a slip or loss of grip.

Keys

Every unit should have two sets of keys with the vehicle in locations specified by OMT and/or your Lead Driver. You are expected to have a set of keys made if you find only one set with the MAV. We recommend that you make a copy of the back door key and keep it with you as all back door keys are universal.

Overnight Parking

Drivers will always return vehicles to the appropriate storage locations when they have completed their shifts. When out of your home market, this may be the hotel parking lot. When you are working in your home market, vehicles must be returned to the company storage facility at the end of every shift. Drivers should never take the vehicles home for the evening unless they have received PRIOR authorization from OMT.

Company paid storage facilities will be contracted and paid by OMT. Exceptions will be granted on a case-by-case basis. When exceptions are made, verifiable receipts for the storage facility must be forwarded to the Home Office.

When parking at ANY location please always back in and use the parking brake.

You are responsible for the MAV assigned to you. If for any reason you will be leaving the MAV unattended overnight (vehicle will be at a hotel but you will not be), please be sure to obtain prior approval from OMT. Every attempt will be made to accommodate reasonable requests.

Passengers

Company vehicles are to be driven by authorized employees only, except in case of repair testing by a mechanic who is authorized by a member of the OMT to work on our vehicles.

There are absolutely no passengers permitted in the vehicle **unless authorized in advance by OMT**. **NEVER** stop or pick up a stranded motorist or a hitchhiker. When you may safely pull over, you may call 911 on their behalf.

Personal Use

MAV units are allowed to be driven for personal use while the driver is on a M2M trip or on a campaign for your day-to-day living necessities (i.e. restaurant, grocery store, laundromat, pharmacy). This usage falls under the "Personal Conveyance" rule set for DOT hours of service. Any questions about acceptable stops should be directed to OMT. Personal Conveyance must be:

- Entered on your daily electronic log when the driver is "off duty"
- Must have a beginning and ending time
- Cannot exceed 20 miles round trip for the entire day

At all times, *you must keep in mind the client's message and how it relates to the type of establishment that you are stopping at*. Example, it would show poor judgment (and probably get you automatically terminated) if you stopped for food at a Burger King while running a McDonald's campaign.

Any exceptions to this must be approved in advance by OMT.

Radar Detectors

Radar Detectors are strictly prohibited in Company vehicles

Speed of MAVs -- At no time should a MAV exceed 65 mph. Drivers must not exceed our company speed limit of 65mph or posted speed limits (if the posted speed limit is less than 65mph). Additionally, if the driver is on campaign time with the advertising vinyls installed on the MAV, **you must adhere to 55 mph or less. Speeds of 55 mph or greater will cause damage to the vinyl hardware system.**

Traffic Signs and Laws Pertaining to Driving Trucks

Drivers should always remember to obey all posted signs. Some laws that apply to trucks only include:

- **Never** drive a MAV truck on anything called a "Parkway"
- Obey signs that say NO TRUCKS ALLOWED
- Many interstates require trucks to stay in the right lanes only

VEHICLE SECURITY

Drivers are responsible for the security of Company vehicles assigned to them.

- Never leave the vehicle unlocked while unattended
- Store tablet out of sight when exiting the MAV
- Always rollup windows
- Always park in a safe and secure area
- Never leave the vehicle running while unattended
- Always make sure the rear door is locked
- Always engage the emergency brake before exiting the vehicle
- Always remove keys from the ignition and take with you when exiting the vehicle
- Take any valuables when leaving the vehicle overnight or for an extended time period **do it outdoors** is not responsible for missing personal items.

VINYLS

Vinyls must **ALWAYS** be taken down when traveling M2M. If the campaign is finished, please REMOVE the clips and dispose of the vinyl, unless instructed otherwise. If you do not have a place to dispose of the vinyls, fold them neatly and place in the back of the vehicle UNTIL you find a place to dispose of them. Do NOT let vinyls accumulate in the back of a unit.

WEATHER POLICY

Drivers are not expected or permitted to drive in hazardous conditions at any time. This includes (but is not limited to) sustained heavy winds or strong wind gusts, ice, and heavy rain or snow. Operations monitors the weather conditions across the nation on a daily basis, however it is the Driver's responsibility to alert OMT if any of these conditions apply in their area. If a Driver is scheduled to travel market-to-market or run a campaign in a city that is experiencing any potentially dangerous weather conditions, the Driver must contact OMT before starting for the day, or throughout the day once adverse conditions present themselves. The OMT will make a decision on how to proceed and will provide overnight accommodations if it is not safe for the Driver to continue.

WEAPONS

The transportation of weapons, firearms or contraband are strictly prohibited.

SAFETY POLICIES & PROCEDURES



To: All employees

From: David Pridgen, President/CEO and Regis Maher, President/COO

Subject: Safety

Extreme Holdings and its affiliates **do it outdoors media**, LLC and **dio**, LLC, are committed to creating a workplace that is safe, healthy and injury-free whether you are in one of our offices or traveling. Our employees are our most valuable assets, and their safety and health is our first priority. Safety is essential to all of our business functions and is never compromised under any circumstance. Every employee has a responsibility to maintain our work environment including reporting hazards and working toward preventing accidents.

We will provide training, review our procedures, review accidents and maintain the equipment. In the event of an injury, we will actively work to return the employee to wellness and ultimately back to work when medically cleared. Our Drug and Alcohol policy will be strictly enforced with no exceptions.

We will provide support to our Safety Committee by providing them the time, employees and management commitment needed to reach our common goal of an injury free workplace. We appreciate your full cooperation to follow all safety and DOT (if applicable) policies and procedures to make our workplace safe, healthy and injury-free.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Pridgen'.

David Pridgen
President/CEO

A handwritten signature in black ink, appearing to read 'Regis C. Maher'.

Regis Maher
President/COO

Purpose

Our employees are our most important asset and resource. The purpose of our Safety Program is to eliminate injuries and property damage by continuously looking for ways to conduct our operations more safely. We envision a company with a safety culture; where safety is always first; where our employees are trained, motivated and active participants in recognizing hazards; where risks are eliminated and/or reduced; where all employees report incidents and display a sincere interest in the health and safety of one another and the public.

Definitions

- Accident** In accordance with DOT, an accident is defined as an occurrence involving a CMV operating on a public road which results in, 1) a fatality; or 2) a bodily injury to a person who, as a result of the injury, immediately receives medical treatment away from the scene of the accident; or 3) one or more motor vehicles incurring disabling damage as a result of the accident, requiring the vehicle to be transported away from the scene by a tow truck or other vehicle.
- Incident** An occurrence of seemingly minor importance that has the potential to lead to serious consequences, i.e. harm to self or others, other damage. Any occurrence that does not qualify as an accident.
- Hazard** Any existing or potential risk in the workplace, or anywhere while on the job, that, by itself or in combination with other dynamics, can result in property damage, injury, death or other losses
- Risk** The possibility of loss or exposure to danger
- Near Miss** An occurrence that serves as a warning sign, that if not corrected will occur again and again and could result in property damage, illness, injury or death

Training

Safety Policies & Procedures will be thoroughly reviewed with each new hire. Employees will continue to receive safety training on various topics throughout the year during Driver Meetings. Emphasis will be placed on individual roles and responsibilities to being SAFE employees.

Failure to Adhere to Safety Policies and Procedures

All employees are expected to abide by safe work practices and adhere to general safety rules to ensure their safety as well as the safety of coworkers.

Infractions of Company health and safety practices will be dealt with in accordance with the Company's policies on discipline; whether the infraction endangered only the employee or coworkers as well will be taken into consideration, among other things.

Responsibilities

Lead Drivers and Management Staff

1. Demonstrate a sincere interest in the safety and health of all employees by being visible, involved leaders in all safety matters.
2. Consider safety and the reduction of hazards in all aspects of the job.
3. Ensure that all employees are adhering to the safety policies and procedures presented in this manual.
4. Take immediate corrective action to reduce or eliminate hazards.
5. Investigate and report all accidents, incidents and near misses.
6. Ensure all contractors and vendors comply with Company safety guidelines prior to providing services on company controlled property.
7. Record employee level of commitment to and compliance with company safety program guidelines during annual performance reviews.

General Safety Responsibilities

All employees are responsible for their own personal safety and should be familiar with and follow all applicable safety guidelines as outlined in *Safety Policies & Procedures*. General safety responsibilities include, but are not limited to, the following:

1. Work in a safe manner so as not to endanger yourself or others.
2. Immediately report all accidents, incidents, near misses, and unsafe acts or conditions to a member of management.
3. Horseplay and practical jokes that may cause injury or harm are prohibited.
4. Fighting, physical force and/or intimidation are prohibited.
5. Maintain work areas and floor space in a safe condition to prevent slip/trip/fall hazards.
6. Use proper lifting techniques, as outlined in "Safe Work Practices," and request assistance when lifting heavy or awkward loads.
7. Follow warning signs that caution of possible safety hazards or conditions.
8. All oil and/or gasoline soaked rags, paper or sawdust used to absorb minor spills must be disposed of in approved safety containers. Where no such containers are available, employees should contact OMT.
9. Gasoline or kerosene may not be used as a cleaning solvent.
10. All gasoline and other flammable liquids must be stored in approved and properly labeled safety containers at all times.
11. There is no designated smoking area within the building – smokers must go out back of the building in the designated smoking area. Tobacco products must be properly disposed of in the receptacle provided. Smoking is not allowed in, or near, a MAV.
12. Do not use any equipment or vehicles when overly tired, nauseated, feverish or under the influence of any substance that may affect your judgment.

Bloodborne Pathogens

Purpose

To ensure that employees are protected from possible exposure to diseases (specifically, hepatitis B and HIV) communicated from one person to another through unprotected contact with another's blood or bodily fluids.

Guideline

This topic is directed towards guiding employee behaviors on those occasions when an employee may be unexpectedly exposed to the blood or bodily fluids of another person. Although there is not a high risk of exposure to bloodborne pathogens by our employees, there may be instances of exposure. Examples of the kinds of accidental exposures which could occur include bodily fluids spilled by an injured

person, blood from an employee's nose bleed, and similar kinds of instances. Also, our Drivers may be inclined to act in "Good Samaritan" fashion in responding to an injury in the event of being in or witnessing a vehicular accident.

In the event of a serious injury resulting in release of blood or other body fluids, external emergency personnel should render treatment. Any employee assisting the injured person must use latex gloves before providing treatment. Gloves are readily available in each first aid kit as a standard kit requirement.

Spilled body fluids should **not** be cleaned up without the appropriate protective equipment and materials specifically designated for such fluids. In the case where spilled body fluids need clean-up, this procedure **must be followed** by all personnel:

1. Advise the Supervisor on duty. The supervisor should be aware of the individual(s) doing the actual clean-up and the purpose of the cleanup.
2. Clean up the spilled fluids as follows:
 - a. Put on protective gloves.
 - b. **Neutralize** the potential pathogens with a 10% bleach-with-water solution. Cover the spill for 15 minutes.
 - c. Use paper towels to pick up material as best possible. Place all potentially contaminated materials in a *leak-proof* plastic bag.
 - d. Sweep/mop-up any additional neutralized/absorbed fluids and place in the *leak-proof* bag.
 - e. Clean sweep/mop materials with hot, soapy water. Lastly, remove gloves from inside-out and place in the bag.
 - f. Secure the bag and discard it as other trash.
 - g. Wash hands thoroughly in hot, soapy water.
3. After all activity is completed and checked by the supervisor; the supervisor should complete an accident/near miss investigation form or incident report, whichever is appropriate.

Cell Phone / Electronic Device Usage Policy

For purposes of this policy, the term "electronic device" applies to any device that makes or receives phone calls, leaves messages, sends text messages, surfs the Internet, or downloads and allows for the reading of and responding to e-mail whether the device is company-supplied or personally owned.

Electronic Device Use While Driving

It is the policy of this company that the use of an electronic device while the vehicle is in operation is strictly prohibited. This policy is stringently enforced – violators may be terminated immediately.



Cell Phone Safety Tips

- When gassing up or using jumper cables, power down your cell phone to avoid potential sparks.
- Driving while using a cellular telephone can be distracting and potentially dangerous. At 55 miles per hour, a vehicle travels the length of a football field in 3.7 seconds... less time than it takes to dial a phone number.

Defensive Driving Tips

Driving defensively means not only taking responsibility for yourself and your actions but also keeping an eye on “the other guy.” The National Safety Council suggests the following guidelines to help reduce your risks on the road:

- While driving, be cautious, respectful, aware and responsible.
- Remember that driving too fast or too slow can increase the likelihood of collisions. Honor posted speed limits. In adverse conditions, reduce speed to a safe operating speed that is consistent with the conditions of the road, weather, lighting, and volume of traffic. Tires can hydroplane on wet pavement at speeds as low as 30 mph.
- Maintain a safe following distance at all times. Keep a three second interval between your vehicle and the vehicle immediately ahead. During slippery road conditions, the following distance should be increased to at least six seconds.
- Drivers must yield the right of way at all traffic control signals / signs. Be prepared to yield for safety’s sake at any time – do NOT contest the “right of way” with another vehicle.
- Pedestrians and bicycles in the roadway always have the right of way.
- Turn signals must be used to show where you are heading; while going into traffic and before every turn or lane change.
- When passing or changing lanes, view the entire vehicle in your rear view mirror before pulling back into that lane.
- Be alert of all of your surroundings; other vehicles, pedestrians and bicycles, particularly when approaching an intersection. Never speed through an intersection on a caution light. When the traffic light turns green, look both ways for oncoming traffic before proceeding.
- If you notice a vehicle straddling the center line, weaving, making wide turns, stopping abruptly or responding slowly to traffic signals, the driver may be impaired. Avoid the impaired driver!
- If it appears that an oncoming vehicle is crossing into your lane, pull over to the roadside, sound the horn and flash your lights.
- Notify the police immediately after seeing a motorist who is driving suspiciously.
- When waiting to make left turns, keep your wheels facing straight ahead. If rear ended, you will not be pushed into the lane of oncoming traffic.

- When stopping behind another vehicle, leave enough space so you can see the rear wheels of the vehicle in front of you. This allows room to go around the vehicle if necessary, and may prevent you from being pushed into the vehicle in front of you if you are rear-ended.
- Avoid backing where possible, but when necessary, keep the distance traveled to a minimum and be particularly careful.
- **Always check behind your vehicle before backing up. Back to the driver's side. Do not back around a corner or into an area of no visibility**

Driver Fatigue

No employee shall operate a vehicle while conducting Company business when his/her ability to do so safely has been impaired by illness, fatigue, injury, or prescription medication.

Fatigue of the road can be a killer. The signs of fatigue include back tension, burning eyes, shallow breathing, inattentiveness, and any kind of erratic driving, such as drifting, abnormal speed, tail-gaiting, or failure to obey traffic signs.

The National Safety Council offers these tips for staying awake while you're driving:

- Get enough rest prior to beginning your trip.
- Avoid long drives at night. Glare increases highway hypnosis.
- Adjust the vehicle's environment so that it keeps you awake and alert. Keep temperature cool, turn up the radio volume and keep switching stations. Avoid soft, sleep-inducing music.
- Watch your posture. Drive with your head up and your shoulders back. Sit up straight and flex your legs at about 45 degrees.
- At least every two hours, stop and get out and walk around. Exercise fights fatigue.
- Stop for light snacks or meals. Avoid alcohol completely.
- Wear sunglasses to fight glare but don't wear them at night.
- Break the monotony. Sing, chew gum, stretch, talk to yourself. Keep your eyes constantly moving.
- If these measures fail. Sleep! If no motels are in sight, pull off the road in a safe, well-lit area and take a nap. Even a 20 minute nap can refresh you long enough to keep you going until you reach a safe rest area or motel.

Driving at Night

Traffic death rates are three times greater at night than during the day yet many of us are unaware of the special hazards of driving at night or don't know effective ways to deal with these hazards. Why is night driving so dangerous? One obvious answer is darkness. Ninety percent of a driver's reaction depends on vision and vision is severely limited at night. Depth perception, color recognition and peripheral vision are compromised after sundown.

Older drivers have greater difficulties seeing at night. A 50-year-old driver may need twice as much light to see as well as a 30-year old. The National Safety Council recommends these steps:

1. Prepare your vehicle for night driving. Clean headlights, taillights, signal and clearance lights and windows (inside and outside).

2. Ensure your headlights are properly aimed. Misaligned headlights blind other drivers and reduce your ability to see the road.
3. Reduce your speed and increase your following distance. It is more difficult to judge distances at night.
4. Don't overdrive your headlights. You should be able to stop inside the illuminated area.
5. When following another vehicle, keep your headlights on low beam.
6. If oncoming vehicles don't lower their high beams, avoid glare by watching the right edge of the road and use it as a steering guide.
7. Make frequent stops for light snacks and exercise. If you are tired, stop and get rest.
8. If you have a breakdown, pull off the road as far as possible and warn approaching traffic by setting up cones or reflective triangles near your vehicle and up to 200 feet behind it. Turn on flashers and the dome light. Stay off the roadway to avoid being struck by another vehicle. Call for help. If you have no cell phone, wait for assistance to arrive.

Driving in the Rain

Losing control of your vehicle on wet pavement is a frightening experience. You can prevent a skid by driving slowly and carefully, especially on curves. Steer and brake with a light touch. When you need to stop or slow down, do not brake hard or lock up the brakes or you may risk a skid. Maintain mild pressure on the brake pedal.

If you find yourself in a skid, remain calm, ease your foot off the gas, and carefully steer in the direction you want the front to go. If your vehicle does not have antilock brakes, avoid using the brakes and steer into the skid. This will bring the back-end of the vehicle in line with the front. Be careful not to over-steer. If your vehicle has anti-lock brakes, brake firmly as you steer into the skid.

Hydroplaning happens when water in front of your tire builds up faster than the vehicle's weight can push it out of the way. The water pressure causes your vehicle to rise up and slide on a thin layer of water between your tire and the road. At this point, you may be completely out of contact with the road surface and you are in danger of skidding or drifting out of your lane.

Avoid hydroplaning by keeping your tires properly inflated. Maintain good tread depth and slow down. Avoid puddles. Try to drive in the tire tracks left by the vehicle in front of you. If you find yourself hydroplaning, do not brake or turn suddenly. Ease your foot off the gas until the vehicle slows down and you can feel the road again. If you need to brake, brake gently with pumping actions. If you have anti-lock brakes, brake normally; the vehicle's computer will mimic the pumping action.

A defensive driver adjusts his or her speed to the wet road conditions in time to avoid having to use any of these measures.

High-Speed Tire Failure

Having a tire fail when driving can present special dangers. The National Safety Council offers these tips for coping with tire trouble:

- At the first sign of trouble, grip the steering wheel firmly.
- Don't slam on the brakes. Let the vehicle slow down gradually and take your foot off the gas pedal.
- Signal your intentions and carefully work the vehicle toward the shoulder or an exit.

- Steer as your vehicle slows down. It is safer to move the vehicle off the roadway at 30 miles per hour than to stop and risk a rear-end collision.
- When all 4 wheels are well off the pavement, brake lightly to a full stop.
- Turn on emergency flashers and put out flares or reflective triangles.
- Don't stand behind or beside the vehicle. Stand away and wait for help.

Tips for Driving with Anti-lock Braking System (ABS)

Many of our newer vehicles are equipped with an Anti-lock Braking System (ABS). When starting a vehicle that has ABS, a small "ABS" light will appear on the instrument panel. Four-wheel ABS is a safe, effective breaking system when used properly. It allows a driver to maintain control of the vehicle during emergency braking conditions by keeping the wheels from locking. Experts recommend the following:

- **DO** keep your foot on the brake pedal and maintain firm, continuous pressure while steering.
- **DO** avoid pumping the brake pedal.
- **DO** allow enough braking distance to stop. Allow at least 1 vehicle length for each 10 miles per hour and double that distance during periods of inclement weather.
- **DO** practice driving with ABS brakes. Become accustomed to pulsations that occur in the pedal when the ABS system is activated. Use empty parking lots or other open areas.
- **DO** consult the owner's manual for additional driving instructions on the ABS system.
- **DON'T** drive an ABS equipped vehicle more aggressively than vehicles without ABS.
- **DON'T** pump the brakes.
- **DON'T** forget to steer.
- **DON'T** be alarmed by mechanical noises or slight pedal pulsations while applying ABS brakes.

Remember to always "Break and Steer" when using ABS brakes. Steer clear of hazards while keeping your foot firmly on the brake pedal. Be aware that your vehicle will not turn as quickly on a slippery road as it would on dry pavement.

Emergencies & Emergency Evacuation

All MAV's are equipped with fire extinguishers. The use of a fire extinguisher must be reported to OMT so that the used extinguisher may be exchanged for a full extinguisher.

For the York and Vegas office -

Exits, fire extinguishers and first aid kits are located at various points throughout the building. All employees are expected to familiarize themselves with the location of such equipment and exits proximate to their work area. The use of any fire extinguisher must be reported to the Safety Director or a member of management so that the used extinguisher may be exchanged for a full extinguisher.

In any emergency, employees should follow alarms or other alerts to evacuate the building. Follow the basic evacuation procedures below but remember that personal safety is paramount and takes precedence.

- Check work area for anything needing to be secured and store it quickly.
- Secure locks on all cabinets and credenzas.

- Leave your work area and assemble in a group at the front of the building.

The Safety Director or a member of management will coordinate with fire, police or other emergency preparedness personnel to determine when the building may be re-entered.

Ergonomics

Ergonomics is the study of human physiology and behavior to appropriately design the work and living environment. It recognizes the capabilities and physical attributes of the individual performing the activity and adjusts the environment accordingly. The goal of ergonomics is to reduce the human and monetary costs associated with inadequately designed workspaces, work processes and work environments.

Employees should be cognizant of the potential severity, cumulative effects and long-term health impacts of their work and be active participants in improving the ergonomics of their jobs.

Common ergonomic problems are related to seat position. Muscle strain, eyestrain and fatigue can be avoided when the work setting is adjusted to fit the employee.

Personal Protective Equipment

Personal protective equipment (PPE) is apparel or equipment necessary to protect employees from injury. We strongly encourage employees to consider the task that they are doing and whether any type of PPE may be necessary or helpful. Management will ensure that employees are provided with whatever PPE is necessary to perform their jobs safely. We require all drivers to wear either a safety vest or safety hat when working on a MAV in a publically visible area (pedestrian or vehicular traffic) or when taking pictures for campaign photos. We also strongly recommend the use of a pair of work gloves when working with the vinyl hardware system.

Right to Know (OSHA)

Occupational Safety & Health Standards were created to provide rights to employees regarding safety and health on the job. These rights include posted employee notices, training and education for employees, the right to be advised of safety and health hazards in the workplace, the right to demand a safe and healthy workplace without fear of reprisal or punishment and the right to file a complaint.

The majority of states have additional right-to-know laws about hazards in the workplace that further enhance employee rights. Company will comply with Federal, as well as any other state specific standards. Please refer to the notices posted at each hub for additional information.

Material Safety Data Sheets (MSDS)

The company will keep Material Safety Data Sheets (MSDS) on all hazardous substances and materials on its premises in areas adjacent to the equipment for which the MSDS pertains.

Safe Lifting Techniques

Avoid manual lifting whenever possible. Engineer manual lifting and lowering out of the task or workplace. If it must be done, perform the lifting between knuckle and shoulder height.

Be in good physical condition. If you are not used to lifting and vigorous exercise, don't try lifting or lowering tasks.

Think before you act. Size up the load, place materials conveniently within reach and check overall conditions. Don't attempt the lift by yourself if the load appears to be too heavy or awkward. Check that there is enough space cleared for movement, and that the footing is good. "Good housekeeping" ensures that you won't trip or stumble over an obstacle. **Use labor saving devices if available.**

Grip the load securely. Test the weight before trying to move it. Grip the load with the palms of your hands and your fingers; the palm grip is much more secure. Tuck in the chin to make certain your back is straight before starting to lift. Keep the arms and elbows close to the body while lifting. **If it's too large or heavy, get assistance or use a mechanical lifting aid. Better yet, do both.**

Get the load close to the body. Place the feet close to the load. Stand in a stable position with the feet pointing in the direction of movement. Make certain that your balance is good. Feet should be shoulder width apart. Lift mostly by straightening the legs.

Bend at the knees (do not stoop) to pick up an object. Keep the back straight, but not vertical (there is a difference) – Tucking in the chin straightens the back.

Bend at the knees to lower the object - Don't stoop. Make sure your hands and feet are clear when placing the load.

DO NOT twist the back or bend sideways when carrying the load.

DO NOT lift or lower awkwardly.

DO NOT hesitate to get help from another person or use a mechanical lifting aid.

DO NOT lift with the arms extended.

DO NOT continue lifting when the load is too heavy.

Slips, Trips and Falls

One of the most common causes of injuries in the workplace is the fall. In an office environment, for example, surveys show that falls are the most severe incidents responsible for 55% of the total lost days. Basic safety procedures to prevent slips, trips and falls include:

- Never run in office space
- When carrying materials, be able to see over and around the load

- Do not have both arms loaded when using stairs
- Pay attention while using stairs and use the handrail
- Don't congregate on or near the stairs and stay clear of entry and exit doors
- Maintain good housekeeping in the workplace
- Wipe up spills immediately and keep loose objects off the floor
- All defective-flooring hazards should be reported and repaired immediately
- Don't use chairs as a substitute for a ladder or stepstool
- Don't lean back on chairs or scoot across the floor
- Keep aisles open and clear of boxes or other items
- Use added caution during inclement weather
- Use appropriate footwear with non-slip soles

Vehicle Safety Program (VSP)

I) PURPOSE AND SCOPE

- a) Protect the public and employees from serious injury
- b) Reduce vehicle accidents and related injuries
- c) Reduce property damage; and
- d) Promote safety on the job and the highway

II) PROGRAM GOALS

The primary goal of the VSP is to maintain a high level of safety awareness and foster responsible driving behavior. Such "Driver awareness" is intended to decrease the frequency of motor vehicle accidents and reduce personal injury and property damage.

III) DEFINITIONS

"Driver" is any employee who drives a Company vehicle, a Company-leased vehicle or a personal vehicle for company business.

"Company Vehicle" as used in this VSP includes all MAV's, company-leased vehicles and personal vehicles used for company business

IV) PROGRAM RESPONSIBILITIES

Drivers are required to:

- i. Read, understand and follow the requirements of this policy
- ii. Maintain a valid driver's license
- iii. Complete and sign the MVR authorization form at time of hire or at any other time as requested by Company
- iv. Immediately notify OMT of any illness, injury, physical condition, or use of medication that may impair your ability to safely drive a motor vehicle
- v. Immediately notify OMT of ANY vehicle traffic (moving) violations and/or citations received (personal or business-related)
- vi. Immediately notify OMT of any arrest and/or suspension of driving privileges due to driving while under the influence (DUI)

- vii. Immediately notify OMT of the suspension, revocation or administrative restriction of your driver's license for any other reason. If this occurs, you must immediately discontinue driving Company Vehicle

FAILURE TO REPORT UNDER THE PROVISIONS OF SECTION IV ABOVE IS A VIOLATION THAT MAY RESULT IN DISCIPLINARY ACTION, UP TO AND INCLUDING TERMINATION

V) AUTHORIZATION OF DRIVING PRIVILEGES

Company will not allow the employee to drive on company business if:

- a) The "Driver" does not have a valid operator's license; or if
- b) The "Driver's" license is suspended or revoked for any reason; or if
- c) The "Driver" is deemed ineligible to drive for insurance purposes.

Additionally, a Driver with a suspended or revoked license may face termination, depending on the circumstances.

In accordance with DOT regulations, Drivers must maintain a current DOT Medical Certification. Drivers without a current DOT Medication Certification are not permitted to drive a MAV.

VI) AUTHORIZED VEHICLE USE

Only authorized Employees may drive a Company Vehicle. Unauthorized use of Company Vehicles is strictly prohibited. If a Driver allows an unauthorized individual to drive a Company Vehicle, disciplinary action may be taken, up to and including suspension of driving privileges or termination. Also, if the unauthorized use results in an accident, in addition to whatever disciplinary action, the responsible employee may be required to make restitution for the physical damages to the Company Vehicle.

VII) IDENTIFICATION OF INELIGIBLE DRIVERS/CORRECTIVE ACTION PARAMETERS

A Driver will be classified as an "Ineligible Driver," and placed on probation, suspended, or terminated if one or more of the following violations or conditions exist:

- a. Conviction for an alcohol and/or drug related driving offense
- b. Violation of Drug and Alcohol policy or refusal to submit to a Blood Alcohol (BAC) test (as requested and administered by police)
- c. Current suspension or revocation of a driver's license
- d. Leaving the scene of an accident as defined by State Laws
- e. Felony Committed involving a vehicle
- f. Any other conditions or negative driver experience as deemed appropriate by Company and/or insurance carrier (see Annual MVR Review section)

IDENTIFICATION OF DRIVERS THAT MAY RECEIVE DISCIPLINARY ACTION

A Driver may receive disciplinary action, up to and including termination, if any of the following violations or conditions exist:

- Preventable Accidents
- Failure to Properly Inspect or Maintain Equipment (Pre & Post Trip Inspections)

- Violation of ANY Company Policy as addressed in this entire Handbook or any other safety, DOT, FMCSA, or any other safety laws
- LOG Books, Out of Service Violations and Hours of Service Violations

VIII) MANAGEMENT CONTROLS & CORRECTIVE ACTIONS

Violations of this program or other company policies may result in disciplinary action, up to and including suspension of driving privileges or dismissal.

IX) ACCIDENT REPORTING – WHAT TO DO IN THE EVENT OF AN ACCIDENT

1. **Stay as calm** as possible.
2. **Check for injuries.** Life and health are more important than damage to vehicles.
3. If possible and legal, **move vehicles off the road** to a safe place; be aware that in some states it is against the law to move vehicles from the accident scene. Turn on hazard lights.
4. If the vehicle cannot be moved, **turn the vehicle off and turn on the hazard lights.** Use cones or safety triangles if warranted. Do not sit in or stand near your vehicle if there is any risk of being hit by another vehicle.
5. **Call the police,** even if the accident is minor. If someone is injured, request medical assistance. If fire is involved, request fire department aid.
6. **Do not discuss** the accident with anyone other than the police. Do not sign any document unless it is for the police. Be polite, but don't tell the other motorist(s) or the police that the accident was your fault, even if you think it was. Likewise, do not accuse the other motorist(s) of being at fault. DO NOT ARGUE with anyone.
7. **Call OMT as soon as possible** even on weekends and after business hours. Management is responsible for evaluating the situation, unit damage, and making decisions about what to do next. No excuses – call OMT.
8. **Exchange necessary information** with the other motorist(s). Be sure to write down the other motorist(s) name, address, phone number, license plate number and insurance information. Also write down the contact information of all witnesses.
9. **Complete the *Accident Report*** located in the Merchants packet. Be thorough to ensure that all requested information is provided. Complete the report as soon after the accident as possible.
10. **Take pictures** of the accident scene and damage to all vehicles / property involved. Be sure to step back away from the immediate scene and snap shots encompassing the entire scene, including pictures of traffic signs, or lack thereof.

11. Find out where to **obtain a police report** and get the docket number from the officer on the scene.
12. **Do not leave the accident scene** unless advised by the police that it is acceptable to do so.
13. Drivers may be required to take an **alcohol/drug test** immediately after a vehicle accident. OMT will advise you accordingly and will be responsible for coordinating any required testing. Refer also to the *Drug & Alcohol Policy* found in the Driver Handbook.
14. Drivers must **complete detailed written statement** and **send to the Home Office along with the completed accident report kit, docket number, pictures, and all other information.**
15. An **accident review** will be conducted on each accident. This is done to determine cause and how the accident could have been prevented.

XI) SAFETY ITEMS

- a) **VEHICLE SAFETY BELTS:** The Driver and ALL occupants are required to wear safety belts when operating or riding in a Company Vehicle. The Driver is responsible for ensuring that all authorized passengers are properly secured.

More than 41,000 people lose their lives in motor vehicle crashes each year and two million more suffer disabling injuries. The triple threat of high speeds, impaired or careless driving and not using seat belts threatens every driver regardless of how careful or how skilled.

- b) **AIR BAG SAFETY:** In all vehicles equipped with driver only or dual front air bags, the front passenger seat should be moved back as far as practical to allow the air bags room to inflate.
- c) **IMPAIRED DRIVING:** A driver may not operate a motor vehicle at any time when his/her ability is impaired, affected, or influenced by alcohol, illegal drugs, prescription medications, illness, fatigue, or injury
- d) **TRAFFIC LAWS:** All drivers are required to abide by all federal, state, and local motor vehicle regulations, laws, and ordinances.
- e) **VEHICLE CONDITION:** Each driver is responsible for ensuring that the Motor Vehicle is maintained in a safe driving condition. Drivers ARE REQUIRED to inspect the vehicle on a daily basis, maintain a proper amount of fuel, check as necessary and add oil and other vehicle fluids. Vehicle mechanical or safety problems are to be reported immediately to vehicle maintenance personnel.
- f) **SPEED MANAGEMENT:** At no time should a MAV exceed 65 mph. Excessive speed is a primary cause of many accidents. Drivers must not exceed our company speed limit of 65 mph or posted speed limits (if the posted speed limit is less than 65 mph). Drivers are subject to disciplinary action if caught exceeding speed limits. Additionally, if the driver is on campaign time with the advertising vinyls installed on the MAV, you must adhere to 55 mph or less. Speeds of 55 mph or greater will cause damage to the vinyl hardware system.

- g) NO RIGHT TURN ON RED LIGHT: We do not allow right turns to be executed on red lights – unless there is a green arrow allowing the right turn.
- h) FOLLOWING DISTANCE: Drivers are required to keep a safe following distance between their vehicle and the vehicle that is directly in front of the vehicle that the driver is operating.
- i) HEADLIGHTS: We recommend that your headlights are on at all times when driving. At a minimum, headlights should be used 2 hours before sunset and until 2 hours after sunrise, or during inclement weather or at any time when a distance of 500 feet ahead of the vehicle cannot be clearly seen. If there is any doubt, turn on your headlights. Lights will help you to see better and make it easier for others to see you.

XII) ADDITIONAL SAFETY RULES

Drivers May Not

- i. Pick up hitchhikers;
- ii. Accept payment for carrying passengers or materials
- iii. Assist disabled motorist or accident victims beyond their level of medical training: EMT, CPR, Basic First Aid, ETC. If a driver is not qualified to provide the above services, he/she must restrict assistance to calling the property authorities.

WORKPLACE VIOLENCE POLICY

Objective

Extreme Holdings is committed to preventing workplace violence and to maintaining a safe work environment. Company has adopted the following guidelines to deal with intimidation, harassment or other threats of, or actual violence that may occur onsite or offsite during work-related activities and work-related relationships.

To ensure a safe workplace and to reduce the risk of violence, all employees should review and understand all provisions of this workplace violence policy.

Scope

This policy applies to all Company employees, contract and temporary employees, visitors on Company property and customers and contractors on Company property. Company property includes, without limitation, all Company owned or leased buildings and surrounding areas such as sidewalks, walkways, driveways and parking lots under the Company's ownership or control. Company vehicles are covered by this policy at all times regardless of whether they are on Company property at the time.

Policy

1. Prohibited Conduct

- a) All employees, customers, vendors and business associates should be treated with courtesy and respect at all times. Employees are expected to refrain from fighting, "horseplay" or other conduct that may be dangerous to others. Conduct that threatens, intimidates or coerces another employee, customer, vendor or business associate will not be tolerated.
- b) Company will not tolerate any type of workplace violence committed by or against employees. Employees are prohibited from making threats or engaging in violent activities. Company resources may not be used to threaten stalk or harass anyone at or outside the workplace.
- c) **Weapons**
 - Employees are specifically prohibited from bringing firearms, explosives, or concealed weapons of any kind onto Company property, including parking lots and Company vehicles regardless of whether the person is licensed to carry the weapon or not.
 - All Company employees are also prohibited from carrying a weapon while in the course and scope of performing their job for the Company, whether they are on Company property or not and whether they are licensed to carry a handgun or not. This policy also prohibits weapons at any Company sponsored function such as parties or picnics.
- d) **This list of behaviors, while not inclusive, provides other examples of conduct that is prohibited:**
 - Causing physical injury to another person
 - Making threatening remarks
 - Aggressive or hostile behavior that creates a reasonable fear of injury to another person or subjects another individual to emotional distress
 - Intentionally damaging employer property or property of another employee
 - Committing acts (threats or engaging in violent activities) motivated by, or related to, sexual harassment or domestic violence

2. Reporting Procedures

Any potentially dangerous situations must be reported immediately to a supervisor, manager or to Human Resources. Reports can be made anonymously and all reported incidents will be investigated. Reports or incidents warranting confidentiality will be handled appropriately and information will be disclosed to others only on a need-to-know basis. All parties involved in a situation will be counseled and the results of investigations will be discussed with them. Company will actively intervene at any indication of a possibly hostile or violent situation.

3. Risk Reduction Measures

Hiring: The Human Resources Department takes reasonable measures to conduct background investigations to review candidate's backgrounds and reduce the risk of hiring individuals with a history of violent behavior.

Safety: The Company conducts annual inspections of the premises to evaluate and determine any vulnerabilities to workplace violence or hazards. Any necessary corrective action will be taken to reduce potential risks.

Individual Situations: While we do not expect employees to be skilled at identifying potentially dangerous persons, employees are expected to exercise good judgment and to inform Human Resources if any employee exhibits behavior which could be a sign of a potentially dangerous situation. Such behavior includes:

- Discussing weapons or bringing them to the workplace.
- Displaying overt signs of extreme stress, resentment, hostility, or anger.
- Making threatening remarks.
- Sudden or significant deterioration of performance.
- Displaying irrational or inappropriate behavior.

4. Searches

The Company reserves the right to conduct searches of any person, vehicle or object that enters onto Company property. Pursuant to this provision, the Company is authorized to search desks, purses, briefcases, baggage, toolboxes, lunch sacks, clothing, vehicles parked on Company property, and any other item in which a weapon may be hidden.

5. Violations

Failure to abide by all terms and conditions of the policies described above may result in discipline up to and including termination. Further, carrying a weapon onto Company property in violation of this policy will be considered an act of criminal trespass and will be grounds for immediate removal from the Company property, and may result in prosecution.

6. Dangerous / Emergency Situations

Employees who confront or encounter an armed or dangerous person should not attempt to challenge or disarm the individual. Employees should remain calm, make constant eye contact and talk to the individual. If a supervisor can be safely notified of the need for assistance without endangering the safety of the employee or others, such notice should be given. Otherwise, cooperate and follow the instructions given.

Additional safety procedures are set forth in the Company Emergency Management Program Manual. This manual is available at every location. Employees are responsible for reviewing these procedures and for being mentally prepared to respond if necessary. Employees should contact their supervisor for further information concerning the issue of safety and emergency procedures.

7. Enforcement

Threats, threatening conduct, or any other acts of aggression or violence in the workplace will not be tolerated. Any employee determined to have committed such acts will be subject to disciplinary action, up to and including termination. Non-employees engaged in violent acts on the employer's premises will be reported to the proper authorities and fully prosecuted.

This Policy shall not be construed to create any duty or obligation on the part of the Company to take any actions beyond those required of an employer by existing law.

All employees will be asked to sign an Employee Acknowledgment form stating that they have read and understand the following statements. A copy of this form will be placed in the employee's personnel file.

**Employee Acknowledgement
Employment at Will
&
do it outdoors media Driver's Handbook Policies & Procedures Manual**

This is your copy of the **do it outdoors media** Driver's Handbook Policies & Procedures Manual (Driver's Handbook). Please read the **do it outdoors media** Driver's Handbook carefully. For purposes of this handbook, and all Extreme Holdings Policies, the term "Extreme Holdings" or "Company" shall mean Extreme Holdings, Inc. and/or all of its subsidiaries and affiliates.

By signing this page, you are indicating that you have read and understand that:

1. It is your responsibility to read and familiarize yourself with the provisions of the Driver's Handbook.
2. The Driver Handbook is not intended to create an expressed or implied contract of employment or any other legally enforceable promises between you and the Company.
3. The employment relationship is "at will" and nothing in the Driver's Handbook, or any Extreme Holdings Policy, is intended to extend or guarantee employment in any way or for any specific period of time. Just as you have the right to terminate your employment with the Company at any time, the Company reserves the right to terminate your employment relationship at any time for any reason. Nothing in this handbook or any Extreme Holdings Policies shall be interpreted to be in conflict with or to eliminate or modify in any way the employment-at-will status.
4. Any and all of the policies, practices and procedures are guidelines and the Company reserves the right to interpret its own policies, practices and procedures.
5. Extreme Holdings reserves the right to modify, change, delete, suspend, discontinue or revise, in whole or in part, the contents of the Driver's Handbook, or any Company Policy, at any time, for any reason, with or without notice.
6. This Driver's Handbook is the property of Extreme Holdings, Inc. The Company may revise or recall the Driver's Handbook at any time for any reason. It may not be copied or altered by anyone other than an approved Extreme Holdings representative for any reason.
7. Effective Jul 2018, the policies stated in this Driver's Handbook supersede all prior Driver handbooks, manuals, memos, documents regarding employee policies and topics contained in this Driver's Handbook.

EMPLOYEE'S NAME (printed): _____

EMPLOYEE'S SIGNATURE: _____

DATE: _____