



MEDIA RESPONSE PROCEDURE

If you are approached by a television, print, or social media representative at your Store, Regional Office, Corporate Office, or online requesting information about Discount Tire/America's Tire, please adhere to the Discount Tire Media Response Policy.

1

Do Not Answer Any Questions

Be cordial but do not go on camera or answer any questions. Instead, tell the reporter "Thank you for your interest. I am unable to provide you with an interview at this time, but our Press Team will reply. Here's their number. They will return your call quickly."

2

Refer to Discount Tire Press Team

Direct the reporter or person making the inquiry to call or email the Discount Tire Press Team.

Or if you learn of false or negative news reported regarding Discount Tire/America's Tire, call or email the Discount Tire Press Team.



Phone: **844-400-0221**

AND/OR



Email: **pressemails@discounttire.com**

pressemails@americastire.com

3

Discount Tire Press Team Will Communicate

The Discount Tire Press Team will communicate with store operations and the regional office to determine the best course of action and respond to the reporter.