

TIMKEN

Where You Turn

17 February 2009

Sudesh Kumar
General Sales Manager
Asean

Dear Distributor:

There are many imitators in the market. Only one label proves that your Timken product is genuine.

At The Timken Company, we rigorously defend our brand to ensure that it always reflects the quality and durability our customers have come to expect for more than 100 years.

In an ongoing effort to fight imitation products, our new anti-counterfeit security label tells you that the product you receive is authentic Timken® quality product. The new Timken anti-counterfeit label is the leading edge of anti-counterfeiting technology. Less than an inch in size, the holographic label will adhere to the new white labels on all Timken packaging. You'll also observe that the orange end panels are now consistent across product lines.

Key label features that will help you identify the product as genuine include:

- Holographic, multi-colored design featuring a morphing globe.
- Individualized 10 digit serial numbers beneath the Timken logo.
- Custom border at the outside edges of the label.
- Corresponding part number on the label is also shown on the end panel.

The problem with counterfeit parts:

- Products may fail quickly and cause extensive system damage while creating safety risks.
- They fail to perform properly, creating cost increases for end users.
- They cause distributors and manufacturers of authentic parts to lose sales.
- They damage the reputation of authentic brand names.

We need your help. Display our posters in your office, warehouse or place of business to help catch the imitators.

Suspect counterfeit or suspicious product and packaging? We urge you to notify your local Timken sales engineer representative to report any counterfeit or suspicious activity.

We appreciate your help as we combat this important issue. Should you have further questions, please do not hesitate to contact your Timken sales engineer representative.

Sincerely,



Sudesh Kumar
General Sales Manager - Asean

Timken Singapore Pte Ltd
Mail Code SGP-01
51 Changi Business Park
Central 2 #08-06/07
The Signature Building
Singapore 486066

Telephone: (65) 65320900
Facsimile: (65) 65320922

Sudesh.kumar@timken.com

Timken Anti-Counterfeit Security Label Frequently Asked Questions

Is this a global initiative and when can we expect to see the new labels?

Yes, this global packaging initiative launches in January of 2009. Distributors and end users can look for the new holographic Timken anti-counterfeiting security tag now on all new incoming large bore product through the Timken black and orange cartons. We do not plan to repackage existing stock. This is viewed as a running change and will be phased in over time.

How does Timken benefit from this new label?

The new label increase our ability to track product through the individualized serial number which will aid in our ability to verify how it moved through the channel to ensure that product is passing through authorized distributors.

About The New Label



What types of technology will we see on the new label?

The new Timken anti-counterfeit label is the leading edge of anti-counterfeiting technology. Less than an inch (2.54 cm) in size, the holographic label adheres to the new white label on all Timken black and orange packaging. The new, multi-colored holographic label will now notify distributors if the product they are receiving is authentic.

Key features include:

- Holographic, multi-colored design featuring a morphing globe.
- Individualized 10 digit serial numbers beneath the Timken logo
- Custom border at the outside edges of the label.
- Corresponding part number on the label is also shown on the end panel.

What's my role?

If you suspect counterfeit or suspicious product or packaging, please contact your local Timken sales representative. While many counterfeiting incidents involve the misuse of the Timken® trademark, don't forget about Timken's packaging. Our company is identified by its black and unique orange. This, too, may be tampered with.