

27 Christina Street
P.O. Box 610325
Newton, MA 02461-0325

Tel. 800.851.1001
Fax. 617.332.8032
Email: info@firestonefinancial.com
www.firestonefinancial.com

David S. Cohen
President and Chief Executive Officer
dcohen@firestonefinancial.com

Scott A. Cooper
Executive Vice President and CFO
scooper@firestonefinancial.com

Larry Yaffe
Senior Vice President - Sales & Marketing
lyaffe@firestonefinancial.com

Jim Hines
Vice President - Sales
jhines@firestonefinancial.com

Sal Cifala
Sales Executive
scifala@firestonefinancial.com

Editorial Board

Stanley M. Hurwitz
Editor / Public Relations
stanhurw@comcast.net

Melissa Siegal
Marketing Assistant
msiegal@firestonefinancial.com

Essinger Sullivan Inc.
Design and Layout
essingersullivan.com

Over 500 Entries from Across the U.S.

Firestone Announces Five Winners of the 'Knock Your Sox Off' Promo

Firestone Financial has named the five lucky winners of its 2006-07 "Knock Your Sox Off" Promotion!

They are: Wayne Craun - Showalter Amusement Company, Harrisonburg, VA; Larry Von Rueden - Jukebox Larry's Vending, Hartland, WI; Phil McBride - T & G Music, Titusville, FL; Robert Gregory - Central Oregon Amusement, Bend, OR; and Roy Fankhauser - Ohio Vending, Elyria, OH.

Each winner and a guest will enjoy an expenses-paid trip to Boston to watch the Red Sox vs. the Toronto Blue Jays on July 14 - in the comfort of a luxury suite at the legendary Fenway Park! (These are among the hottest seats in professional sports!)

Firestone's Senior VP, Sales & Marketing,



Larry Yaffe says, "We want to thank everyone who participated in this promotion. We're excited to treat our customers to a Red Sox game and a trip to Boston. We look forward to spending time with them. Although everyone who participated is a winner, unfortunately we couldn't bring them all to Boston."

See Our Website For The Latest Promotions! www.firestonefinancial.com

Coin-Op News

A newsletter for Firestone Financial Customers

Join AMOA - Earn Partner Rewards Points (details below)

A Message from the CEO



DAVID S. COHEN, PRESIDENT & CEO

"Growing Your Business - A Lot Like Running A Marathon"

As the first runners crossed the finish line of the 111th Boston Marathon this past spring, I was inspired to research the race's origins. A marathon is exactly 26.2 miles because that's the distance between Marathon and Athens, Greece. In 490 B.C., a soldier ran that distance to tell his fellow Athenians of the victory over the Persians. Immediately after delivering the message, he collapsed and died. Though it was a good outcome for Athens, it wasn't so great for the poor runner! There have probably been songs and video games based on this theme.

I couldn't help but compare running a race to running a business. I've run a 10K in the past and ran my first half marathon in May 2007. The race was "Boston's Run To Remember," which honors Massachusetts Law Enforcement Officers who have fallen in the line of duty. The fact that I can do this proves that competing in long-distance races is not an unattainable goal for most people. But just as you wouldn't try to do 26+ miles on a whim, you shouldn't try to grow your coin-op business without planning. Some common advice for marathon runners and business owners:

Advance Planning - You may know where you want your business to be in



AMOA's Jack Kelleher and Firestone's Larry Yaffe

AMOA and Firestone Financial Announce 'Partner Rewards Program'

For the first time, the Amusement & Music Operators Association (AMOA), the largest coin-op amusement industry trade association, has teamed up with Firestone Financial, a leading equipment financing company, in a unique joint promotion designed to enable equipment operators to more easily expand and/or upgrade their routes, and to provide an incentive to purchase through distribution.

The program is called the AMOA-Firestone 'Partner Rewards Program.'

Larry Yaffe, Firestone's Senior Vice President - Sales & Marketing, says, "The program is designed to provide a benefit to operators and distributors to help strengthen the industry as a whole. Our company is dedicated to the financial health and well-being of the coin-op amusement community, a large part of which is the AMOA. We are delighted to partner with AMOA and provide another strong membership benefit."

Jack Kelleher, Executive Vice President of AMOA said, "We're pleased to be able to form this alliance with Firestone and offer this new member benefit. In addition to the many other reasons to join AMOA, now the cost of membership can actually pay for itself through savings when members take advantage of this joint program."

Program highlights include:

- Only AMOA members may participate.
- For every \$1,000 financed, the borrower receives 1,000 Partner Rewards Points. (Example: Borrow \$20,000 for coin-op equipment financed by Firestone Financial, receive 20,000 points)
- The program year will run from May 1 until December 31, 2007 or until all points are earned. (Firestone has allocated a total of 2 million points for this program. Firestone reserves the right to amend or terminate this program at its sole discretion)

For more information, please visit www.firestonefinancial.com/AMOA or call the Firestone Sales Department at 1.800.851.1001.



About AMOA

AMOA is the national trade group representing coin machine operators, distributors, manufacturers and other firms engaged in the coin-activated equipment business. Founded in 1948, the association has more than 1,500 member firms. For more information, contact Jack Kelleher at 800-937-2662 or email: jackamoa@aol.com

Membership Benefits

AMOA has an array of offerings for members including scholarship programs, cost containment programs, licensing discounts (for example, legal access to the musical works of ASCAP, BMI and SESAC); the Coin-Operated Video Game Parental Advisory System; and Fun Expo, a trade show co-owned by AMOA, AAMA and IALEI devoted to the attraction side of the family entertainment business.

AMOA and AAMA work together on other programs of shared interest, including location trade shows, industry standardization and semi-annual visits to legislators in Washington, DC.

Members often say that benefits more than offset the cost of AMOA membership.

AMOA Code of Ethics

When we first saw AMOA's Code of Ethics, we were impressed. It consists of 10 points, but here are the first three:

1. We believe that our industry is honorable and that we do provide a valuable and necessary service to the public. We are ever mindful of the part that our industry plays in the life of our community.
2. We recognize that our industry has a responsibility to maintain the highest possible standards in order to serve the public with the best of our ability.
3. We shall always deal fairly with our customers. We shall handle all complaints courteously, admitting errors or mistakes and shall make adjustments cheerfully and promptly.

See www.AMOA.com for the entire Code.



“Growing Your Business – A Lot Like Running A Marathon” (continued)

5 years. But successful entrepreneurs grow their business in manageable increments. It's similar to what experts tell runners: Prepare for the marathon by starting slow. Work up to a 5K (3.1 miles) or 10K and gradually work up to a half or full marathon.

Strength And Endurance — To keep up with — even ahead of — the competition, know your customers. Know which products are hot, and when it's time to upgrade equipment. Take advantage of special manufacturer offers, flexible financing, and seasonal promotions.

Cross-Training — A runner should do other athletic things like cycling or swimming. A good coin-op business person diversifies in terms of locations and types of equipment. He or she knows what's going on throughout the industry,

with local competitors and with the economy and is ready to change pace and adapt.

Teamwork — People do better when training with others. The 'team' may also consist of the cheering crowd along the race course, the police escort, people at the water stations and medical staff offering first aid. Similarly, we at Firestone — working in your industry since 1965 — view customers as partners along the way. We recommend you add AMOA to your team. Your industry trade group offers a broad range of services to help you succeed, like the new 'Partner Rewards Program.' We highly recommend AMOA membership. Good luck. Gotta run!

Q & A

An Interview with Jack Kelleher, Executive Vice President, Amusement & Music Operators Association (AMOA)

Q What motivated AMOA to partner with Firestone on this innovative program?

A. AMOA is always looking for greater value for members. To put together a program that provides a tangible benefit to our member firms, and also work with a first-rate company like Firestone Financial seemed like a great opportunity. When we first discussed the program and learned that a solid percentage of Firestone customers are also AMOA members, it reinforced the thinking that this would be a great fit for both organizations.

Q Is the program beneficial to both current and prospective AMOA members?

A. We think this program can serve as a strong membership recruitment tool. Many member firms are small, entrepreneurial enterprises that can benefit greatly. At the same time, we can provide existing members — many of whom already utilize the services of Firestone — with another reason to justify their membership... one that can be measured in dollars and cents.

Q AMOA and Firestone have much in common, right?

A. Firestone has an excellent reputation in our industry. Our business is built on personal relationships and having a good, well-established business partnership with a company that supports a key function like equipment financing is critical. Operators want to work with those who understand and care about their business. Like AMOA, Firestone has a vested interest in this industry. I think that's pretty important.

Q How will you measure the program's success?

A. We hope to see a lot of Rewards Program vouchers being redeemed in the months ahead. When that happens, everybody — the operator, AMOA, Firestone Financial and this industry — wins. Isn't that the way it should work?

“everybody — the operator, AMOA, Firestone Financial and this industry — wins.”

“I Ran the Boston Marathon...AGAIN!”



AMOA Executive VP Jack Kelleher finished the 2007 Boston Marathon in 3 hours, 45 minutes and 31 seconds. He said, “The weather and hills conspired against me. It was the slowest of my six Boston Marathons. I finished in 9,384th place, somewhere in the top 1/2 of runners.”

“There are some parallels between preparing for a marathon and being successful in business. It starts with a goal...requires a commitment...a focus...a disciplined approach. Unlike other team sports, running is a “solo” effort. The vast majority of coin machine operators are sole proprietors, who control their

AMOA-Firestone ‘Partner Rewards Program’ Summary

1. If you're a member of AMOA and make an equipment purchase through Firestone, you automatically earn Partner Rewards Points from May 1 – December 31, 2007
2. These Partner Rewards Points can be used towards:
 - \$100 coupon to be used at participating distributors* (20,000 points) **OR**
 - 9.75% APR loan up to \$25,000* (100,000 points)
3. A statement reporting your amount of Partner Rewards Points will be emailed or mailed to you monthly
4. An operator may cash in Partner Rewards Points one time per program year
5. *Details regarding participating distributors, how to redeem points, and more can be found on the web at www.firestonefinancial.com/AMOA or by contacting the Firestone sales department: 1.800.851.1001

It PAYS to be a member of AMOA and to finance with Firestone!

own destinies each and every day.

Just as preparing for a marathon requires a passion, so does being an entrepreneurial street operator. Other traits are perseverance and believing in yourself. And, one thing I've learned through my marathoning experience is that finishing the race isn't nearly as fulfilling as being prepared to start the race. Just as a businessperson puts in countless hours preparing for a particular project, a marathoner is “doing the time and the miles” so that he or she can get to the starting line.”