



July 12, 2013

Dear Customer,

I want to give you an update on our progress on the five steps we announced on April 22 at our press conference.

Here's what we said we would do, and here's what we've done:

- 1) We instructed our entire internal field audit team (25 plus employees) back to Knoxville to review all of our diesel fuel accounts, nearly 5,000, starting with our manual diesel rebate customers, which were highlighted in the April 18 federal affidavit.
  - Our audit team completed their initial manual diesel rebate review on June 30. We have mailed letters to all of our manual diesel rebate customers explaining the results of our audit. Those accounts who had a discrepancy in the customer's favor received checks for the amounts of the discrepancies, plus interest. We have invited all manual diesel rebate customers to discuss or verify our findings.
  - It is important to note that there were numerous manual diesel rebate accounts that had a zero balance and even some accounts that owed money to Pilot Flying J.
  - We have begun to audit all other accounts with any type of direct bill or rebate relationship with Pilot Flying J. This audit will review accounts from January 2008 to date.
  
- 2) We announced that we already had begun restructuring our sales team to begin restoring faith in our operations.
  - We placed three team members of our diesel fuel sales team on administrative leave on April 20. In addition, six members of our sales team have resigned or were terminated.
  - On a more positive note, we are very pleased to announce the following additions to our sales team:
    - David Hughes has been named Vice President of Sales. David has 15 years' experience in the trucking industry, giving him a strong foundation to help lead our sales team. Prior to joining Pilot Flying J in 2012, he worked with Covenant Transportation Group in Chattanooga, TN.

- Scott Nelson has been hired as a Vice President. Scott will join Scott Wombold with our National Account team and has an outstanding background in sales and the trucking industry. Before joining Pilot Flying J, Scott was President and CEO of Premier Trailer Leasing Solutions and Business Development at GE Equipment Services – Trailer Fleet Services in Wayne, PA.
  - Steve Vanderink has moved from his position as a Pilot Flying J Division Director of Operations to Northeast/Midwest Director of Sales. He will develop new business accounts within the region while cultivating and supporting existing customers. Steve has been a valuable team member at Pilot Flying J with over 20 years’ experience in the travel center business.
  - Dave Rewers, a disciplined administrative manager with a long history in the diesel transaction business, will be in charge of our inside sales department. He will be responsible for strategic planning and growth of diesel fuel sales and focus on sales implementation and customer retention. Dave recently joined Pilot Flying J from Fleet One LLC in Nashville, TN, where he was Group Vice President for Fleet Sales.
  - This has been a very difficult time for members of our diesel fuel sales team who remain in place. These team members have been real troopers, staying focused, and doing their jobs. Taking care of the customer remains their primary focus.
- 3) On April 22, we ordered the complete elimination by June 30 of manually calculated diesel rebates to minimize any opportunity for human error, misuse or abuse.
- New policies and procedures have been put in place and essentially all manually calculated diesel rebates at Pilot Flying J have been eliminated.
- 4) I asked our outside counsel to work with our internal counsel to create and staff a position of Chief Compliance Officer.
- This process has taken more time than expected due to the importance of getting the right person for this job. We have visited with other companies who have best practices compliance policies and officers in place. We hope to have this position filled within the next several months.
- 5) Finally, on April 22, I announced the Pilot Flying J Board made the decision to hire an Independent Special Counsel to conduct an independent, internal investigation for the Board, in addition to management’s internal investigation.
- Reid Weingarten, of the national law firm Steptoe & Johnson, has his investigation underway, and Pilot Flying J is fully cooperating with Weingarten and his team.

In summary:

- We have completed the review of all of our manual rebate customers' accounts and paid all discrepancies found in the customers' favor, with interest.
- We have eliminated the manual diesel rebates and installed systems and controls to help ensure this does not happen again.
- We continue to audit all of our other customer accounts.
- We continue to strengthen our sales team.

Finally, Pilot Flying J is proactively confirming all of its pricing relationships with its diesel customers.

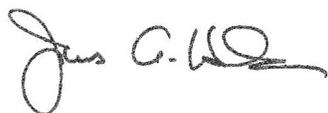
We understand that Pilot Flying J still has lots of work to do to regain your trust. We are taking aggressive measures to restore, preserve and protect our customer relationships. We will continue to work very hard every day to overcome past issues and ensure they are not repeated. Thank you for your patience as we work through this process.

In the meantime, our company is continuing to make great strides in delivering the best possible service to you and your drivers. It is our goal to have DEF in all our stores, every lane, by September 1; to complete our \$50 million shower improvement project by the middle of next year; and to open 16 new stores in the US and Canada this year.

Thank you for your continued support. We will work hard to regain your trust. Pilot Flying J is committed 365 days a year, 24-7, to provide your drivers with the best possible fueling experience.

Sincerely,

**PILOT TRAVEL CENTERS LLC**

A handwritten signature in black ink, appearing to read "Jimmy A. Haslam".

Jimmy Haslam