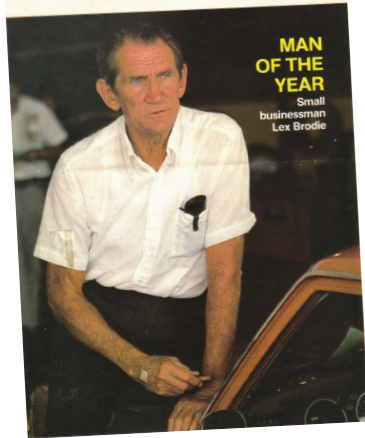


"Thank You... Very Much! Mr. Brodie!"

**FOR YOUR LEGENDARY EXAMPLE AS
A BUSINESS & COMMUNITY LEADER**

HAWAII BUSINESS



Born on Kauai in 1904, Lex was the middle of five Alexander Brodie's. Lex moved to Oahu and was in the first graduating class at Roosevelt high. In 1933, Lex was one of the first Waikiki beach boys and was in business with Sam Kahanamoku (Dukes brother), giving canoe rides and surf lessons to the wealthy travelers and movie stars of the day. Even Bing Crosby was one of his customers! And Lex didn't just surf — he was also a track star for UH!

Lex's opened a Chevron franchise in Kaneohe in 1958 and started the Lex Brodie's Tire

Company in 1961 in Kaneohe. He moved to the current 701 Queen St. location in 1964. While operating LBTC, Lex started Small Business Hawaii and was very active in promoting small business. Lex's trademark slogan, "Thank You...Very Much!" became legendary.

When Lex retired in 1991, he was elected to the Board of Education which he served on for 11 years. Lex was active into his 90s and surfed up to age 90.

**"Thank You...
Very Much!
to Mr. Alexander
(Lex) Brodie
for passing along
your legacy of
legendary customer
service & community
involvement."**



**— Lex Brodie's
Tire Company**



Twenty years after Mr. Brodie retired from the tire company (1991), his legacy for legendary customer service continues to grow. The Lex Brodie's Tire Company is repeatedly voted Hawaii's best for tires and auto repair and received the 2010 Hawaii BBB award for ethics and trust and was the first company to win the international Better Business Bureau award for excellence in customer care.

In 2011, the Lex Brodie's Tire Company received the National Humanitarian Award largely due to our "Thank You... Very Much" Award and GreenFleet Hawaii programs.

Thank you...very much Mr. Brodie for laying such a rock-solid foundation and for leaving your template of business sustainability; always provide legendary customer service while supporting the community.