



Strategic Advantage, Inc.
Robert Mavity, Vice President
11650 Olio Rd
Ste 1000-250
Fishers, IN 46037

Dear Bob:

You have now concluded the Corrugated Savings Initiative for three of our Central Group divisions with outstanding success. The purpose of this letter is to express our thanks as well as provide an emphatic endorsement of the methods employed by Strategic Advantage in the execution of the project. The savings you have negotiated are substantial.

We gave you a challenging assignment when we asked you to see if you could save us significant money on our purchase of corrugated, as a part of the product line xpedx resells. As a company, we buy a substantial amount of corrugated and presumed the volume alone would have put us in the best of class pricing levels. Using your software tools and your unique approach to supplier negotiations, your team not only showed us how much more there was to save, but went on to acquire the actual savings on our behalf.

Regarding the software tool, BoxShop 2000, as you know I have used it for my personal work for almost five years. It has been extremely valuable helping me to better understand the principles that drive supplier pricing tactics. Now that there is an Enterprise version of this tool, I look forward to its deployment for our everyday division use.

From my personal use and, now, seeing it work in a large scale corrugated project, I can enthusiastically recommend the Strategic Advantage Team to any company whose business requires corrugated packaging for their operations. Should any of SAI prospective customers wish to speak with me personally, I would gladly take their call.

Again, thank you for this outstanding work. I look forward to our next project which should be coming up very soon.

Sincerely,

A handwritten signature in black ink that reads "DeWitt Clark". The signature is written in a cursive, flowing style.

DeWitt Clark

General Manager