

A LETTER FROM PROFORMA'S STRATEGIC PARTNER DEVELOPMENT TEAM

Thank you for your interest in partnering with Proforma! We're excited that you are interested in being a member of the top preferred vendor program in our industry. We truly value our Preferred Limited Partners (PLPs), as they have been an instrumental part of our growth.

By becoming a PLP, you'll gain inside access to over 750 Owners throughout North America who generate nearly \$500 million in sales. Proforma Owner capabilities include a comprehensive mix of promotional products, business documents, commercial printing services, multimedia and technology services.

We offer our Owners a strong support system, including the industry's best pricing, award-winning sales and marketing tools, successful business development resources and world-class operational systems. As a result of this support, we have the most million dollar producers in the industry with 120 members of our Million Dollar Club and 40 Multi-Million Dollar members.

The Preferred Limited Partner (PLP) program is the cornerstone behind every Proforma key initiative and provides Proforma Owners and sales representatives access to products and services that drive business. Proforma's PLP Program emphasizes the following benefits and more to our Owners:

- Innovative Products
- Preferred Pricing
- Superior Service
- Exclusive Opportunities
- Turnkey Solutions
- Ease of Doing Business

We're thrilled that your company is interested in our program and have proceeded to this point in the review process. Enclosed, please find information to move forward in the review process.

- Proforma Services Overview Folder
- Welcome Letter from the Strategic Partner Development Team
- PLP Program Overview Brochure
- Preferred Limited Partner (PLP) Agreement
- Proforma Credit Application
- PLP Program Commitments Review

Please review this information at your convenience to ensure that you are comfortable moving forward with the review process. It's essential that you understand the benefits and commitments involved now, so we don't run into any problems in the future.

If you would like to proceed, please fill in your information to the PLP agreement and return it with your check in the enclosed self addressed envelope. A team member will follow up with you within 3 business days of receiving your executed PLP agreement and accompanying setup fee.

We look forward to working with you!

Sincerely,

Proforma's Strategic Partner Development Team

Michele Cardello, *Director of Strategic Partner Development*
Dirk M. Hiney, *Senior Printed Products Specialist*
Carol Keegan, *Printed Products Specialist*
Rachel Meyer, *Promotional Products Specialist*
Tammy Bladek, *Administrative Assistant*