



AWARDS COMMITTEE

NEW YORK

AUGUST 20, 2007

On behalf of Inc.com, I am delighted to recognize your accomplishment in earning a place on the inaugural Inc. 5,000 list, celebrating the fastest-growing private companies in America.

The creation of the Inc. 5,000 list signifies the expanding power of the entrepreneurial economy. By being a part of this monumental achievement, your company represents not only the future of business but also the future of our country.

I commend you on achieving such a noteworthy success and recognize the tireless energy and steadfast commitment that went into building your company into what it is today.

Congratulations to you, your employees, and supporters.

Sincerely,

A handwritten signature in black ink, appearing to read "Loren Feldman".

Loren Feldman
Editor
Inc.com

Congratulations for making the Inc. 5,000. This is no small feat. Building one of America's fastest-growing private companies is something you and your associates can be deeply proud of.

Making the Inc. 5,000 is more than just an achievement. It's also an opportunity.

Enclosed you'll find information about custom marketing and communication materials that you can use to build on this accomplishment. I highly recommend that you work to leverage this honor—as so many other *Inc.* honorees have done successfully over the years (Microsoft being just one)—to your benefit. A sample press release can be downloaded online at www.Inc.com/Inc500. To maximize the excitement surrounding the list, we recommend that you release it on August 23rd—the day the Inc. 5,000 will go public online and when *Inc.* will put out its own announcement about the list.

The Inc. 5,000 also offers an opportunity to take a brief hiatus from the demands of running a company and celebrate. Life is short, and we all need to take time out to pat ourselves on the back. There's no better way to do this that I know of than to join in the fun at the Inc. 500 Conference and Awards Ceremony. This is America's premier event for entrepreneurs, and it will take place this year in Chicago, September 6-8. Our staff has been working for almost a year to make this event the experience of a lifetime for you and your guests. We have an extraordinary lineup of speakers and events planned, including a private concert by the B-52's. You can check out the program and register by visiting www.Inc500Conference.com.

Congratulations again. I look forward to seeing you in Chicago.

Sincerely,

A handwritten signature in black ink, appearing to read "John Koten". The signature is fluid and cursive, with the first name "John" being larger and more prominent than the last name "Koten".

John Koten
CEO and Editor in Chief
Mansueto Ventures