



To Our Valued Clients

We are proud to be selected by Walmart to provide a solution critical to their initiatives in shopper marketing and in-store experience. For the past three years we have pursued dual strategies of becoming retailers' indispensable partner as well as the most effective provider of shopper marketing execution. This appointment represents the culmination of those two strategies.

In-store sampling events remain the most effective and popular tactic within shoppers and marketers. A recent GMA - Deloitte study has shown that CPG companies are shifting funds from out-of-store media to in-store media. We firmly believe that this industry is ready for improvement and reengineering. Working collaboratively with Walmart and Advantage, we have created a new model built around trained and certified employees, consistent relationships and trust with store personnel and a professional appearance and presentation.

CROSSMARK and Advantage formed a joint venture named "Shopper Events" to help Walmart plan, schedule and organize events in their stores. Shopper Events is based in Bentonville with an experienced and skilled staff. If you are interested in learning more, please contact Frank Stillman, VP of Sales - Shopper Events at 888-364-3033. We hope you can make it to the November 12 meeting.

Feel free to talk to your CROSSMARK Contact or me directly with any questions.

Sincerely,

A handwritten signature in black ink that reads "Joe R. Crafton". The signature is written in a cursive, flowing style.

Joe Crafton

President Strategic Alliances