

April 9, 2009

To Our Valued Clients:

As you know, five years ago, CROSSMARK made it our mission to “provide Customized Solutions and Unparalleled Execution” for our Supplier and Retailer Clients. We made a decision to increase our importance and value to our retail partners. Our goal has been to be the “indispensable partner” to the retailers we serve. Today, retailers hire us to provide brand management, analytical work, in-store promotions / events, resets, remodels, audits and continuity coverage as part of our Retailer Solutions platform. This has resulted in closer relationships, access and influence within the retailer that is benefiting our branded clients. From our unique vantage point, we are discovering retailer-supplier collaboration opportunities that will benefit all trading partners.

We are pleased to announce CROSSMARK has been awarded the primary role for Walgreen’s Retail Synergy Program (Details of the program are attached). As you will note, Walgreens’ strategy with RSP is to not drive incremental cost but, to ensure the quality of in-store execution, greater visibility to all activities and consistent reporting to each supplier needing merchandising in their stores.

According to Walgreens, our reputation for quality execution played a major part in their decision. Additionally, Walgreens was impressed with the size and expertise of our in-store coverage, as well as our ability to develop a custom technology application via BEST CROSSMARK. The combined expertise of technology, people, process and proven results has allowed CROSSMARK to forge this very unique relationship with Walgreens and we look forward to putting that to work for all our industry relationships.

The attached letter is being sent to Walgreens’ vendors in the coming days. Please contact us if we can be of assistance in any way.

All the best,



Joe Crafton  
President  
CROSSMARK