



552 DECATUR STREET SE
ATLANTA, GA 30312

►► BRINGING THE GOODS ►►

Hi, Brand Partners,

We have worked together, in some cases, since the origin of P10, to bring the best brands from the South into the hands of thousands of customers. We value our relationship as one of transparency and mutual support.

When P10 was founded, it was because our own brand, King of Pops, was overlooked and an afterthought with the large, "brand name" distributor we chose. We knew we could do better. And we knew there were other brands like KOP that were in the same boat. P10's success and continued growth are due to our commitment to our suppliers to present their brands in the strongest way possible, to as many accounts as possible. We really love what we do, and it's mostly because of the quality of the brands we represent.

In the spirit of our partnership, we are asking for your support with an ongoing concern we have been experiencing in the field. As your distributor, we are in business to deliver your product to retailers of all kinds. It is demoralizing to walk into a retailer and see your product already in-store, when we know it did not come from us. In many cases, the retailer has told us he/she has a "relationship" with your brand directly and believes he/she is getting a better price by cutting us out of the loop.

We are asking for your support.

We expect -- we NEED -- you and your sales team to sell your product wherever at every opportunity. However, when the customer indicates he/she would like to buy, we are asking you to refer them to us. Moving product is what we do, and providing great customer service is what we value. Sell your brand. Then sell us.

We would like to know that there is no significant difference in pricing to the customer, regardless of where your brand is purchased.

We would like your endorsement to clients who call you directly. Talk us up should the customer hesitate. Assure them they are in excellent hands.....because they are.

And by all means....do not stop calling this customer! We do not want to alter any personal relationships that are out there.

We openly share all kinds of information with you, including our entire account list. We would, in turn, like to see yours and to discuss transferring them to P10. We are asking for the opportunity to do the job you have hired us to do.

I am more than willing to discuss, at your convenience and look forward to hearing your feedback.

Best Regards,
The P10 Crew