



DATE: March 31, 2011
TO: Valued Dealer Partners
FROM: Steven Serbin
RE: Dealer Advisory Board

Dear Partners,

We are announcing the formation of the 2011 Dealer Advisory Board. This initiative is designed to address the short-term and long-term objectives that will allow us to strengthen the most important part of our organization, the PWT Dealer Channel. This board has been chosen to reflect the entire scope of our dealer base, with dealers both small and large, north-south-east-west, new and experienced and all driven to succeed.

This initiative will be led by Brian Pason and represents the first of many areas he will be focusing on in his new role, supporting the entire PWT Dealer Channel. I have no doubt that Brian's energy and commitment for this channel will help foster the improvements and programs designed for your growth.

Why the DAB?

- Alignment between dealer and corporate objectives
- Foster efficient communications
- Timely sharing of best practices
- Competitive intelligence and landscape

What should it accomplish?

- Position PHSI as the market leader due to strongest dealer channel in the industry
- Dealers and PHSI share in greater results as a cohesive entity
- PHSI seen in the market with a cohesive market strategy and presence

What's in it for the DAB board members?

- Collective strength and voice
- Networking and Knowledge
- Mentoring opportunities to strengthen the combined entity

What should a dealer see coming out of the DAB?

- Best Practices
- Clarifications on policy
- A verified roadmap for dealer success based on input from:
 - Different geographic markets
 - Different owners
 - Different competitors
 - Different strategies
- True samples of 'here's what works'

The inaugural members of the DAB are:

-Tina Scherr -Don Jones -Tom Skerl -Al Didier
-Charlie Menefee -Brian Sprague -John Burkholder

Feel free to reach out to the members prior to our April 14th meeting and thank you for being our partners.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Serbin", with a long horizontal line extending to the right.

Steven E. Serbin
Vice President of Sales