



4609 E. Boonville – New Harmony Rd. | Evansville, IN 47725  
North American Green | 800.772.2040  
Western Excelsior | 866.540.9810

December 10, 2018

Dear Valued Distributor,

Western Excelsior and North American Green would like to introduce our new 2019 company identity, Western Green. As a result of our company's growth over the last two years, it has become necessary to react accordingly to continue offering our customers the highest in quality and service.

Western Green will continue to fully maintain two separate and distinct product line brands, North American Green and Western Excelsior. We are completely committed to the two brands and their respective distributors. Additionally, you will continue to see new and exciting things in 2019 for both brands.

Please note that your current business processes, product offerings, and your channels of communication will remain as they currently are. You will start to see Western Green branding on future company documents, such as invoicing. Reference this letter's branding for an example of what you might expect to see on future company communications.

This change is required primarily to reduce internal process requirements with customer service, accounting, and the finance department. Internally, the buying and selling of goods between the two companies and the financial reconciling of the companies is significant and will be greatly reduced with Western Green.

We cannot stress enough: the company name and branding change is occurring so that we can best serve all our distribution partners and should be received as a continuing commitment to offer distinct and quality products across all distribution networks.

Should you have any questions or comments, please feel free to reach out to me or your regional sales manager. We thank you for our partnership and the accomplishments we made together in 2018 and look forward to great things in 2019.

Best Regards,

A handwritten signature in black ink, appearing to read "Zach Snyder", written over a dashed line.

Zach Snyder  
President, Western Green  
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