

To all employees:

As you know, over the past 2 weeks, we rolled out the 28 Fundamentals that make up the ABC Way. I was so pleased to see how everyone so actively participated in our sessions. Your excitement and enthusiasm were evidence of the great group of people we have. As I had said, working on our culture is one of the most important opportunities we have to separate ourselves from the competition and become a truly world-class company.

Beginning next week, we'll be taking the next step that we had discussed in deepening our practice of the Fundamentals. It's called eMinder and it'll take less than 3 minutes each week - but over time, it'll make a big difference. Here's what to expect:

- Each Wednesday, you'll receive an e-mail that contains a short scenario related to the week's Fundamental, asking you one simple multiple choice question.
- Immediately following your response to the question, you'll receive feedback based on your answer.

It's that simple.

As simple as it is, I do expect everyone to answer the question each week. If you haven't answered it, you'll receive two reminders before the week is over. At the end of each week, a report will be generated showing the results for the week and for the year. I'll be curious to see which department gets the highest scores!

Thanks for your continued commitment to helping make our culture a truly high-performing one.

Warmly,

CEO