



Dear Customer,

Since 1968 Automated Tape and Label has existed to serve its customers with friendly, fast service and high-quality label products. I founded the business and have served as its President since the day we opened our doors. The time has come to retire, but before I left it was important that I take care of you and all of our customers who have entrusted their business with Automated over the years. As such, I set out to find a buyer for the business with the experience and the capacity to serve our customers in the same manner we always have.

After a careful search, I chose Coast Label Company with whom to merge Automated Tape and Label. Coast Label is a family-owned business in Southern California that was founded in 1970. The President of Coast Label is Craig Moreland. He is a well-known and highly respected leader in the label industry, so much so that he is Chairman of the Board for TLMI--our industry's trade association. Craig's son Drew is a key leader in the business, with responsibilities that include Sales and Customer Service. He and his team of label experts will be on the front lines working for you. The Moreland family has owned Coast Label for 27 years, and you can rest assured that it plans to own the business long into the future by transitioning it to the next generation.

In addition, I'm happy to share that to insure as smooth a transition as possible, Coast Label has hired Tracey Mascioni, our lead Account Director and someone with whom many of you have interacted frequently. Tracey has over 25 years of experience with Automated, and she will be working hard to insure continuity as Coast Label transitions the business to their facility. Lastly, I have agreed to serve in a limited consulting role to help Coast learn about and meet the needs of our customers.

Over the next couple of days Coast Label will be relocating the job records, printing plates, printing presses, tooling and everything else necessary to continue to provide you with outstanding service and the labels you need. I feel very confident that Coast Label will be able to serve you as you are accustomed.

It has been my pleasure to own Automated Tape and Label and serve all of my customers over the years. Please let me thank you one last time for your trust and patronage.

Sincerely,

A handwritten signature in black ink, appearing to read "Arthur Rosenblum". The signature is fluid and cursive, with a long horizontal flourish at the end.

Arthur Rosenblum
President