



Dear Automated Customer,

We feel honored to have been chosen by Art to take over the ownership and operation of his business. Art is a real industry pioneer and he built a terrific business based on quality products and superior service. Since 1970 Coast Label has been a friendly competitor in the label business and we look forward to serving you and your company's needs going forward

We have worked diligently to plan a smooth transition that will have little or no disruption for any of the Automated customers. We will continue to offer the same materials, adhesives and pricing that you are accustomed to. The equipment, printing plates, cutting dies and job records will all be moved to our facility by Monday, September 17 and the Van Nuys plant will close on September 14. We will be able to offer you all of the products that you purchased from Automated - and even more. The phone numbers that you have used to reach Automated will be forwarded to our building, and it is our hope that the biggest change you will notice is that we'll be answering our phones with "Thank you for calling Coast Label". We will continue to offer your company the same terms and line of credit, and even though we're a separate legal corporation, we promise to keep any transition paperwork to the barest minimum.

Automated Tape and Label has served you well for many, many years and we look forward to earning your business for many more. If you have any questions or concerns, please do not hesitate to reach out to me or anyone on the Coast Label Team.

Sincerely,

A handwritten signature in blue ink, appearing to read "Craig Moreland", is written over a large, stylized blue scribble.

Craig Moreland
President, Coast Label Company
cmoreland@coastlabel.com

Here's some important contact information:

Coast Label Company
17406 Mt. Cliffwood Circle
Fountain Valley, CA 92708
www.coastlabel.com

Toll Free: 800-995-0483
Main: 714-426-1410
Fax: 714-426-1440
sales@coastlabel.com

Tracey Mascioni can be reached at the above numbers starting Friday, September 14. Her new email address will be tmascioni@coastlabel.com. Tracey will report to Drew Moreland, and he can be reached at the same phone numbers and his email address is dmoreland@coastlabel.com

Lastly, the following "legacy" Automated Tape & Label numbers will be forwarded to the Coast Label phone system: Customer Service (818-908-4400); Fax (818-908-4409).