

Crye-Leike Commercial

Tennessee • Southeast • Nationwide
Mergers & Acquisitions

Established 1976

January 11, 2008

David A. Sampleperson
President
Strategic Direct Marketing, Inc.
5010 Linbar Drive, Ste. 130
Nashville, Tn 37211

REPLY REQUESTED

Re: Business Divestiture

Dear Mr. Callahan,

In the course of conducting day-by-day business, you may be a businessman/ woman who has given consideration to the following point.

Would you entertain an appropriate offer to purchase your business? I have put on the market, sold and closed eight businesses in 2006, and can help you explore this possibility.

Below is the strictly confidential service I can provide you as a business owner.

Before a potential client and I agree on a brokerage contract, I will help the client place a value (asking price) on their business.

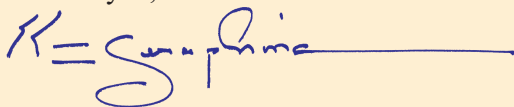
- ~ Once we have an agreement on moving forward, I set up the marketing of the business for sale. The marketing will be conducted on a national level.
- ~ I will obtain offers from qualified buyers and present those offers to you.
- ~ Facilitate the negotiations on price and terms. Upon agreement set up the attorney meetings to draw up the documents and the purchase and sale agreement.
- ~ Help the buyer line up a financial institution to obtain the funds for the purchase.
- ~ Line up the sequence of events for customer, employee and vendor notification.
- ~ Line out all the documents and funds to close the sale of your business.

Please note that: Our services are offered and conducted in the most confidential nature. There are two things you are looking for in the sale of your business. You want to walk away feeling that you were properly compensated for all you efforts. And you want to know that you have left your company, employees and customers in honorable hands.

Please call for a short initial meeting

I would be happy to assist you personally.

Thank you,



Kurt Seraphine
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