



September 16, 2004

Mr. Michael York
The Michael York Company, Inc.
4801 E. Independence Blvd Suite 1000
Charlotte, North Carolina 28212

Michael,

Captivated by the simplicity yet power of the messages I took from your book *Becoming Uncommon* I called you, introduced you to my leadership team, and charted a course with you towards the UNCOMMON.

Now six months in, I think you and your "COOL schools" are having an impact. Expectations have been raised, new conversations have started, the big game customer is being targeted, and most importantly the sales team is understanding that now more than ever there is nothing standing in the way of record performance other than their level of COMMITMENT. We are beginning to see increased sales momentum. I think as a result of your involvement and the higher levels of sales "energy" that you helped foster.

Your messages are well received, they in many ways reinforce our strategic imperatives, and your interactions with the sales team have spurred many of them to rethink, refocus, change, and in some cases begin delivering uncommon results. Our next level challenges with "Becoming Uncommon" are as follows:

- Reaching more of the team -- faster
- Developing a true openers team and related processes
- Engaging the general managers more directly in sculpting more uncommon activity at the local level (uncommon activity leads to uncommon results)
- Showing/communicating specific success stories as a means for developing the selling platform for longer term strategic, accelerated sales growth

In short- so far, so good, so much more to be accomplished.

Michael, you have shown yourself to be an important component in the continuing reinvention of JanPak that began nearly two years ago. Our goal of doubling our business by 2010 has a better chance of realization as a result of our UNCOMMON partnership. Thank you. *Thank you also in advance for where we are going together in 2005 and beyond.*

Last, I like you. You're a good person, a good friend, and a true professional. You have passed my test of being someone I can play 18 holes of golf with on a nice day. Myself and my team learn from your counsel as you do from us. The best relationships run two directions, not one way -- our partnership is most definitely a two-way street that invites many worthwhile stops along the way.

Highest Regards,

Tim Feeheley, CEO
JanPak, Inc. www.janpak.com

(tg/ff)