

October 1, 2013

Re: Change in Blade Packaging Phase II

Dear Valued Customer:

Alpha Professional Tools® would like to thank you for your continued support of our products and services. We continually strive to assist your efforts in the sale of our products and think the change of our blade packaging will be beneficial for both of us.

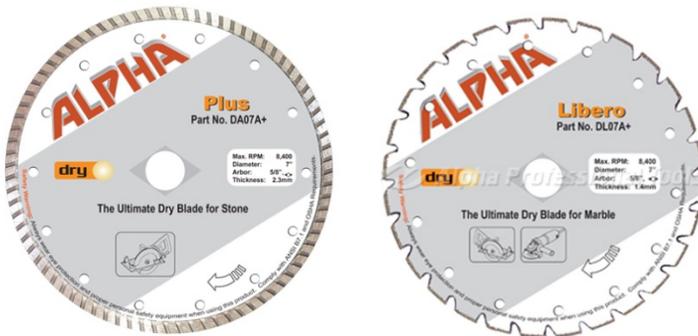
Alpha® is continuing the process of redesigning the packaging for all our blades to be in a sleeve with a picture of the blade on the front cover. The blade itself has a new white and gray color scheme along with a reflective 3D coating. The sleeves have an envelope-type closure and a sturdy metal grommet top to hang securely. In addition, we have included a QR (Quick Response) Code where customers can simply scan with their smartphone and instantly get detailed information as well as product videos.

The second phase of this project will include the Alpha® Plus, Quad, Eclipse II, Eclipse Q, Libero and Trim Master blade product lines.

We are in the process of generating new artwork to have available for your advertising needs. These files will be placed on our Members' site for you to download at your convenience.

Effective October 2013, the above mentioned blades will begin shipping with the new packaging. (Please note: Due to our existing inventory, blades with old packaging will ship first until inventory is depleted).

Pictures of the new sleeves are featured below.



*Hang on Slatwall*

If you have any questions or need additional information, please call your sales or customer service representative. As always, we appreciate your business and look forward to working with you to ensure our mutual success.

Sincerely,

Alpha Professional Tools®