



Dear Valued Supplier:

We invite you to join us at True Value's Fall Reunion at the Colorado Convention Center, from October 10-12. As a valued supplier, you play an essential role in the success of True Value's Reunions and our Spring event was a resounding success with total reunion sales up 25% over our previous Spring Market! The Reunion is a terrific opportunity to promote your products to thousands of retailers who are eager to offer their customers new and innovative merchandise in addition to basic essentials. We appreciate your long-standing commitment and collaboration with our merchants to provide new products and outstanding deals to make our event a winner.

Over 3,000 individuals representing 1,272 stores attended spring reunion buying almost 13,000 Retail Assortments and 34,000 pallets, while spending on First Day Frenzy items more than doubled from our previous Spring Reunion.

Major Initiatives Announced

The General Session will be held at 4:15 p.m. on Friday and I encourage you to attend as we will be announcing major initiatives for 2015 and beyond. You are also cordially invited to attend the Welcome Reception that will follow John Hartmann's delivery of our new strategic direction.

New Exhibitor Hours

The exhibit floor will open every day at 7 a.m. As with the Spring Reunion, the General Session will take place at the end of the first day. The floor will close at 4 p.m. on Friday October 10th and Sunday the 12th with floor hours extended to 5 p.m. on Saturday.

Thank you for your ongoing support. Your high level of service and incentives make our Reunion the best in the industry and we look forward to seeing you there.

Best Regards,

A handwritten signature in black ink that reads "Ken Goodgame".

Ken Goodgame
Senior Vice President & Chief Merchandising Officer