

June 8, 2010

Mr. Larry Stanley  
Merit Moving Systems U181  
5655 Dolly Avenue  
Santa Fe Springs, CA 90670

Dear Larry:

If you have been monitoring the latest economic news you may agree with experts that the recession is over and a modest recovery is underway. In particular, consumers appear to be spending again, albeit with more discrimination about which brands represent trustworthiness and overall good value.

That should have us all thinking about our Willingness-to-Recommend Quality scores. Word-of-mouth is still a powerful force in a customer's purchasing decision. You can have no better ally than a satisfied customer who promotes your company. Likewise we want previous customers coming back to purchase again when the need arises. Conversely, the internet provides many platforms for dissatisfied customers to "sound off" and tell their story to literally thousands of other potential customers.

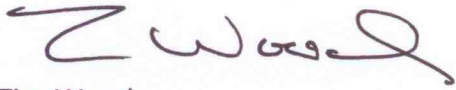
We believe this is so important that we've established a 2010 UniGroup Corporate goal of achieving a Willingness-to-Recommend of 90%. As of this writing, your agency's Willingness-to-Recommend score is 90% (year-to-date through April). I realize it's early in the new quality process with regard to the new survey, but everyone at your agency should be proud of their early accomplishments.

Peak season is off to a fast start and all indications are June and July will be just as busy. Service issues will become more frequent. The manner in which we handle our service issues will undoubtedly factor into how our customers rate their willingness to recommend United to a friend, relative or associate. Most comments I review from returned customer service surveys cite the lack of communication from their move coordinator as one of the most common causes for unfavorable ratings. Good or bad news, customers want to be kept apprised of their belongings throughout the entire move. Good communication is a key driver in how customers evaluate our overall performance and their willingness to recommend our services to potential customers in the future. Best practice – keep customers informed!

Keep up the good work and thanks again for representing United Van Lines so well in your market.

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Mr. Larry Stanley  
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Respectfully,

A handwritten signature in black ink, appearing to read "T Woody". The signature is fluid and cursive, with a large initial "T" and a long, sweeping underline.

Tim Woody  
Regional Manager  
Agency Development