



January 31, 2011

Dear Stonegate Customer,

Now that the holidays are over and the New Year is progressing, I would like to take a moment to thank you for your continued business and loyalty even during these challenging economic times. Despite the fact that it does not feel like we should be talking about cutting grass already, it is time to start planning. Our crews will begin patrolling neighborhoods in early March and we will service each of you as needed from then on.

We would also like to introduce you to some new programs we have for 2011. Stonegate will be offering a new customer referral incentive where you will be rewarded for telling your neighbors and friends about us. We are adding some more extensive training to our off season, implementing a new service agreement, and increasing prices. Details are listed below.

1) New Referral and Testimonial Program:

- For every new customer that you refer, who agrees to spend \$500 or more with us within the 2011 season, we will award you with a \$100 bill credit. Bill credits can be used on any of our services. There are no limits as to how many referrals you can send our way and we will even double your bill credit to \$200 for any referral that agrees to \$1,000.00 or more of services within the 2011 season.
- We are holding a drawing for a \$2,500.00 bill credit. For each qualified referral you provide, we will put your name in the drawing. There is no limit to how many entries you can have.
- We also appreciate your testimonials for our website, marketing literature, etc. Submitting a testimonial will give you another entry in the drawing.
- To submit a referral or testimonial, simply email Casey at caseylewis@stonegateenterprises.com.
The referral and testimonial programs will begin February 1, 2011 and the drawing will take place June 1, 2011.

2) New Environmental and Increased Training Programs:

Our dedication to providing you with the absolute best services will be better than ever! Our staff is undergoing more rigorous training and work quality clinics this off-season than ever before. We will be using smaller, lighter, less invasive mowing equipment. This will not only be easier on your lawns, but will use less fuel, reducing our impact on the environment. Speaking of environment, we would like to start using email as our main source of invoicing. We can still mail paper invoices to you if you prefer. We also have online bill pay which reduces paper waste and saves you money in postage!

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3) New Service Agreement:

- This is not a contract. It is simply an agreement that outlines the mowing services you agree for us to provide and our payment policies.
- If for some reason you decide to make a service adjustment or need to discontinue services, just give us a call...it is that easy.
- We also ask that you please fill out the "Customer Contact" section so we can have the most current information on file.
- Please read, complete, sign, and return one copy to our office via fax, email, or regular mail. The second copy is for your records.
- If you have any questions, please call the office or me personally on my cell at (615) 812-4983.
We will not begin any services until we have received your agreement.

4) Pricing Increase:

It has been since July 2005 that we have had to raise prices. We have always tried to stay committed to the pricing we gave you in the beginning of our service tenure, but that has been a challenge over the past couple of years. Unfortunately, due to our increasing operating costs, and the promise of higher fuel prices, we will be imposing an increase in all regular mowing services and will have a \$40 minimum mowing charge. All other services will incur little to no increase whatsoever. Your new mowing price is listed on your Service Agreement.

We are excited about serving you again this upcoming season. If you have any questions, please call (615) 395-7008 or email me at johnalewis@stonegateenterprises.com.

Sincerely,

John A. Lewis, President
Stonegate Enterprises, Inc.

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