



April 28, 2010

Dear Loyal Spit Spot Customers,

I am writing to inform you of several changes the business will face over the next few months. As always, I would love your input on how to best serve you and to continue to help Spit Spot thrive. There are four categories to address and I believe they are important enough to send this both as a hard copy and through email. I will also post it on the web on the News page. So here it goes...

1. A Move - It is with hesitation but also with excitement that I am moving this summer to Virginia (about 1 hour away) in support of my husband's career and for the benefit of our family. As Kim is the heart and soul of the daily operation, I firmly believe there should be minimal impact to you. I will continue to do the financials, as that can be done remotely and it gives me an excuse to come home often to see the rest of my family ☺ I will still be available to you to assist with any issue resolution that Kim is unable to address and will stay in close contact through the wonderful technology of email.

2. Employment Opportunity - So that Kim does feel supported daily and to ensure that all of the out of the norm requests are covered, I am looking to do some hiring. I am weighing many factors to determine the optimal solution. This has led me to the below options. *If you or anyone you know and trust are interested in joining Spit Spot, please contact me for greater detail as I would like to draw first from our existing customer community.*

- I am looking at everything from nannies, to young summer interns, to seasonal marketing, to Semi-Management/Administrative positions.
- I have job descriptions developed and will consider out of the box solutions such as job sharing, varied start times and dates, etc to make sure we obtain the optimal solution – please contact me if at all interested!

3. Pricing- When I established the business in 2006, I surveyed 17 walk in dry cleaners as well as some delivery businesses to develop a pricing structure that beat their averages. I wanted to provide the pick up and delivery portion for “free”. I have held our prices the same since inception! In early 2009, I did re-evaluate the market and found that there are just a few areas where we are missing the boat. It remains my goal to beat the average walk in cleaner prices (and if that is done, Spit Spot should easily beat the pickup and delivery competition). Even with the few adjustments I need to make, I believe you will still be getting optimal quality at the best pricing right at your home. I also found some places where we can reduce some prices and provide better descriptions (thus pricing) so we will implement those changes as well. The main changes as of May 1st are:

- Skirts will now be \$4.80
- Blouses will now be \$4.95
- Pants will now be \$5.00
- Sweaters will now be \$5.00
- Pant Suits will now be \$9.50
- Special fabrics, hand-wash items, and accessories that require additional handling will continue to require varied pricing as with any cleaner.
- An updated comparison chart is posted on the web if you are interested
- Additionally, detailed invoices are returned with each delivery. Going forward, the monthly summary statements will only be sent when requested or for outstanding balances.

*The most important take away from the price change is that I do not want to lose one customer over them! If you are in a rough spot right now due to the economy and this has a large impact on you, **TALK TO ME** – I will see what can be work out. Also, use the coupons on the web and we will be adding to the coupon base now that I will have more administrative time.*

4. Lesson Learned from the Blizzard of 2010! We need to establish and communicate a better closure policy. Here is what we have determined. We will enhance our web page with this information as well.

- As already posted on the web, Spit Spot will close on all Major Holidays
 - Deliveries that fall on a holiday will be returned on your next scheduled pickup day
 - Major Holidays are New Years Day, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, Friday after Thanksgiving, Christmas Eve, Christmas Day, New Years Eve
 - Based on historical volume we will also close from Christmas Eve thru New Years Day to allow Kim a week of vacation in the year.
 - If emergencies arise, as always, we will work to resolve and support.
- Inclement Weather:
 - We will close if Baltimore City or Baltimore County Schools close unless otherwise announced by email. If you are unsure, give us a call or send us an email.
 - Deliveries scheduled for one of these closure days will be returned on your next scheduled pickup day
- Vacation in a Family Business
 - Above, I outlined one week of vacation over the Christmas holiday.
 - To provide a second week in the year, Spit Spot will close the third week of August (historically this tends to be one of the lowest volume weeks so hopefully will have minimal impact on you)
 - Kim will work with the Thursday and Friday Pickup people the week before vacation to ensure all requirements are met

From the deepest part of my heart, I want to thank each of your support! Without you, I am acutely aware that Spit Spot would not exist. Your happiness and satisfaction remain the first priority. I intend to stay tightly connected to Spit Spot and will make it my main focus for you not to notice the changes we need to implement as I move to Virginia. In fact, I am hoping to provide web enhancements and get back to the “fun” coupons and newsletters we did when we initially opened.

Thank you in advance for your understanding and for your support through the transition and long term. *If you are not getting our emails, please send me one so that I can make sure I have your information in the system to keep you in the loop.*

Finally, if you have any questions, comments, concerns or are interested in working with us going forward, please give me a call at 410-925-8727 or send me an email at lisa@spitspot.com. It is my genuine plan that, while it is with mixed emotion I move, the ultimate solution will yield a better Spit Spot overall!

All my best!



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