



March 21, 1994  
Mrs. Robin S. Rokisky  
Managing Partner  
Pathlight Consulting LLC  
10219 Brecksville Rd.  
Suite A  
Brecksville, OH 44141-3207

Dear Mrs. Rokisky:

It would be my privilege to serve as a member of Pathlight's Board of Advisors. As we discussed, I offer expert insight in business and technology that you observed as a fellow judge for Apple Computer and as an advisor to COMDEX. Here are highlights of the Advisory services that I can offer Pathlight.

### The 5 Ps Division

I established this division of ACT Inc. based on my approach to achieving and sustaining corporate profitability using marketing as the focal point of running a business. I strategically evaluate and recommend improvements based upon product, packaging, place, price and promotion. These are The 5 Ps that this division is based upon. By applying selective management techniques coupled with my experience and education, you have observed me offer advice to firms that resulted in a recognizable increase in market presence and profits. I stand ready to deliver comparable advisory services to Pathlight.

### Information Technology (IT) Services

My approach to IT is equally as comprehensive as my approach to business, both based on The 5 Ps. Microslate and others recognize me as an expert in Wireless Computing thanks to my book, seminars and keynote speeches. There is much more behind what I present, however, than a knowledge of wireless communications, portable devices and software. My assessment and presentations are based on all products and services required to deliver a comprehensive solutions (based on The 5 Ps). My analysis and recommendations are also based on applying The 5 Ps to assess the current and future position of our industry.

I look forward to meeting the full Pathlight management team and other Advisors during our upcoming conference call. I will contact you within the next week to make travel arrangements.

Sincerely,

*Veronica Williams*  
Veronica Williams

*Hello Veronica - of course I remember "the 5 P's" - your reputation and accomplishments under the 5Ps division of ACT Inc. are the primary reasons we recruited you for Pathlight's BOA! I was able to find some correspondence from years ago - one of the letters*

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*is attached in call if you need anything*  
Feb. 20. 2014 10:21 AM PNC BANK 412-705-3880