



July 29, 2013

To our valued customer,

You have been an important partner to the success of EiKO Ltd and I want to share with you a valuable resource.

Several years ago, we made the decision to make EiKO a leader in our industry. Part of our strategy was to improve employee performance.

To assist us with this, we retained Thomas J. McCoy, a Kansas City-based business consultant; a valuable resource for improving sales and operations by making employees more productive. With over 20 years experience and an author of three books, McCoy is an accomplished and respected expert in the field of measurement, motivation and accountability.

Over the years, with McCoy's guidance, EiKO has developed a sales incentive plan to drive growth and an annual ScoreCard incentive plan to measure and improve daily performance in each of our departments.

Since EiKO began our growth strategy, we have nearly tripled the size of our company and these plans have played an important role in our success.

When business conditions require your employees to step up to the next level, I suggest you have a conversation with Thomas McCoy.

Thomas J. McCoy, Director
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Sincerely,

Gary Withers, CEO, EiKO Ltd