

# *King Lute, LLC*



August 16, 2013

TO: ALL CURRENT AND PROSPECTIVE KING LUTE, LLC CUSTOMERS

King Lute, LLC is owned and operated by Dave Golden and myself, Andrew Mieldazis. We formed this business in 2010 as 2 gentlemen with over 20 years each of manufacturing, sales, customer service, and business experience to bring to the market. We value personal integrity over any other virtue, knowing that without honor, we are nothing. The concept of personal integrity for both Dave and I was the keystone each of us recognized in the other. If it hadn't been there, neither of us would have started this business.

There are those in the market place that do not share our value set. It is to be pitied. King Lute, LLC would never tolerate one of our employees, let alone each of us as owners, to scurrilously and without merit or fact make false claims of financial difficulties of a competitor.

It has come to our attention that one of our competitors' owners has been quite slanderous in telling others that King Lute, LLC has financial difficulties and that certain suppliers are not extending credit to us. Nothing could be further from the truth. King Lute, LLC is here to stay. King Lute, LLC is in for the long haul. This person has no knowledge of the financial condition of King Lute, LLC. He is apparently upset that King Lute, LLC has won the lute business by using integrity and honesty, and can only retaliate through smear tactics and lies.

We are certain that negative selling tactics would not be tolerated by the staff at any of our customers. Integrity and honesty are what it takes to keep a business in business!

King Lute, LLC has been delivering high quality magnesium asphalt lutes to distributors throughout the United States since our inception. Our success is based on our founding principles outlined above, along with a solid business plan and financial stability. Our intent is to continue to be your supplier of high quality magnesium lutes for years to come.

Thank you for your continuing support,

Dave Golden & Andrew Mieldazis

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