

December 19, 2007



P.O. Box 26092 • Greensboro, NC 27420

Mr. Barry Wishner
President
Proformance
568 Eleanor Drive
Woodside, CA 94062

Dear Barry,

Dare To Be Different... possibly the most important message of our whole annual meeting. You were right on the mark when you said we're an industry badly in need of change. I took to heart what you had to say and I believe others did also.

I found myself taking lots of notes on your straightforward practical ideas. As a result, I'm trying new things. At a recent holiday party someone asked me what business I was in. Now I could have said I'm in the optical lens business but instead I told him I was in the "Life Enrichment Business." As you said would happen, I'm looking at my business in a whole new way.

Barry you have "Business Savvy," a good sense of what works in business and you have an even bigger talent in sharing that information with your audiences. It's not often that I find myself thoroughly enjoying a program and benefiting from the ideas that were so obviously customized just for us.

Sincerely,

A handwritten signature in black ink that reads "Bill Fonner".

Bill Fonner
Optical Wholesale

P.S. Thank you for being the perfect start to our week.