

LETTER TO THE PROFESSIONAL PHOTOGRAPHER FROM ARTZ

We appreciate you as a professional photographer, and appreciate your craft. When evaluating all of the technology, products and services out there, please remember that anything that improves the quality of the photographer's profession and the process of providing your service is great. Anything that diminishes the quality and process of the craft is a disservice to you, your client and the industry.

When evaluating whether ArtZ products fit your needs and your customers needs and wants – please ask yourself these questions:

- Does the product reflect your high quality of photography and enhance it, not overshadow it?
- Will the product help your business differentiate you from your competition and make your life simpler?
- Is it a product that your clients will use and share with their friends and want to come back to you for more milestones in their life?
- Will it be the best product possible for your client? Will all of the time, effort and money that they have put into their event have a lifetime of return?

ArtZ's mission is to provide our customer, the professional photographer with an innovative product that combines simplicity and elegance with high design, high quality materials and craftsmanship. We also strive to provide a service that is prompt, personal and courteous.

Our goal is and always has been:

- To provide a product that supports the art of photography and the photographer.
- To provide the quality necessary to honor the art of the image not embellish it.
- Add confidence and pride to the process of presenting a product to your client that will last a lifetime.
- Knowing that we, at ArtZ, stand behind you.

We look forward to getting to know you and moving forward together.

Sincerely,

Kristin VanDeWalle
President - ArtZ