

Dear Ultimate Choice Inc. Customer,

The Ultimate Choice, Inc. Team would like to thank you for your continued years of business and support. We hope that you continue to use Ultimate Choice, Inc. for all your reward and recognition needs. During these trying times we have done a “deep dive” into our product offerings and have evaluated all products, services, pricing, and deliverables. We have taken on this project in order to provide, what we believe, will be the best and most cost-effective reward and recognition products moving forward. In 26 years, we have not added any fees to our basic products and sold them at their face value/amount. Unfortunately, due to supply chain issues, pricing increases, inflation, postage, administration, and all line item expenses that have been impacted in a negative way, it has forced us to re-evaluate our products, services, pricing and deliverables.

Effective as of October 1st 2022, the following Ultimate Choice, Inc. products will no longer be available for purchase:

- Award of Choice Plastic Cards
- Gift of Choice Plastic Cards
- On the Spot Plastic Cards

Effective as of October 1st 2022, the following Ultimate Choice, Inc. products will incur a fee of \$1.95 per Award:

- Instant Award of Choice (Certificate delivered via email to purchaser)
- Digital Award of Choice Codes (Spreadsheet of codes delivered via email to purchaser)

Effective as of October 1st 2022, the following redemption options will be implemented:

- Both Plastic Branded Gift Cards and Digital Branded Gift Card Redemptions will continue until all Plastic Branded Gift Cards are exhausted from inventory. From that point forward only Digital Gift Card Redemptions will be offered. We currently offer more than 200 Digital Gift Card Branded Options from your favorite Brands.

Effective as of October 1st 2022, we will offer customized plastic gift cards, paper vouchers, email mail-merge and on-line point systems. These options will require a custom quote.

If you have any questions, you can contact your sales rep or contact our Customer Service center at customerservice@ultimatechoice.com.

Best regards,
Tom Simonian
CEO