

# SYSTIMAX®

---

## SOLUTIONS

July 2005

To Whom It May Concern:

SYSTIMAX® Solutions is the global leader in Structured Connectivity Solutions. Many variables influence the attainment and maintenance of this position. Our BusinessPartner network is a critical piece of the equation.

We understand that customers do not want to just invest in technology, but rather a total end-to-end solution, coupled with on-going support and commitment. We also understand that in today's competitive environment sourcing the right technology partner is very challenging.

The SYSTIMAX Solutions™ go-to-market strategy is 100% indirect, delivering solutions exclusively to, through and with our global network of accredited BusinessPartners. Fundamental to our market approach is our partnership with our BusinessPartners. SYSTIMAX First is the SYSTIMAX Solutions BusinessPartner Program. It is an umbrella term that describes and provides a structure for all aspects of the SYSTIMAX Solutions channel management strategy encompassing channel recruitment, product and technology training, technical, logistical support and more.

A key element of our SYSTIMAX First Program is the accreditation of our BusinessPartners. SYSTIMAX First is a tiered program. Each tier is differentiated through the level of SYSTIMAX knowledge, performance and loyalty across the SYSTIMAX portfolio. Every SYSTIMAX Partnership is based upon an agreed code of behaviour or "SYSTIMAX Charter", outlining the agreed commitments and responsibilities of both parties. The SYSTIMAX First Program and its associated tiered structure is designed to give customers a broad range of choices and assists them to identify the most relevant BusinessPartner for their requirements.

Prestige BusinessPartners are differentiated from Authorized BusinessPartners in the following areas.

- They possess a knowledge and expertise of the SYSTIMAX Structured Connectivity technology above the already high standard required to be an Authorized BusinessPartner.
- They have designed and installed a very significant number of SYSTIMAX networks to levels of quality and satisfaction that exceeds the already high standards to be an Authorized BusinessPartner.
- They maintain a professional loyalty to SYSTIMAX Solutions and SYSTIMAX customers that has resulted in significantly increasing customer satisfaction with the SYSTIMAX connectivity portfolio.

Our BusinessPartner network is fully supported by SYSTIMAX Solutions, ensuring that our customers receive the highest level of project management, network design, installation and pre and post sales support. Our BusinessPartners' SYSTIMAX expertise and know-how uniquely differentiates them in the market with the experience to meet the most exacting customers technological and long-term commercial requirements.

Our relationship with our BusinessPartners is based on mutual commitment and mutual responsibility to our customers. We share a passion for cabling, a deep understanding of the issues and technological challenges faced by our customers. Our dedication to and investment in delivering the best-in-class technology through a carefully selected, best-in-class network of BusinessPartners, creates differentiated customer choice, ensuring delivery of connectivity solutions and a set of value-add services of the highest professional standards. This highly structured approach results in a well-managed channel, providing far-reaching support for our customers.

SYSTIMAX Solutions were delighted to accredit Kedington as a Prestige BusinessPartner in Ireland, having enjoyed a successful business partnership since the early 90's. You can be confident that in dealing with Kedington, you have the full support of the SYSTIMAX Solutions team.

A handwritten signature in purple ink, appearing to read 'A. Kenneally', is centered on the page. The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Yours sincerely  
Anne-Marie Kenneally  
Vice President SYSTIMAX Solutions  
Europe, Middle East & Africa