

March 20, 2007

Dear Sally Sample

As you probably know, maximizing the value of your equity compensation holdings is a difficult endeavor. The challenge is to carefully consider the many variables that impact your employee stock options and your other forms of equity compensation (i.e. Restricted Stock Awards) in order to make diversification decisions that will result in wealth maximization and risk minimization.

While many individuals with employee stock options choose to either wait until expiration and hope for the best or cash-out their options when they need the money, I think you will agree that a disciplined approach will enable you to maximize the value of your equity compensation. Thus, to enable you to make timely and prudent decisions that will facilitate reaching your financial goals, I can provide you with a **StockOpter<sup>®</sup> Personal Equity Compensation Profile** that will contain the following sections:

- **Portfolio Value:** The first section of your personalized analysis will provide you with the following valuation information regarding your vested and unvested stock options: *In-The-Money Value, Cash-Out Value, Black-Scholes Value, Time Value* and your estimated *Forfeit Value<sup>™</sup>*.
- **Investment Risk/Reward:** The second section of your report will show you how different stock prices affect the value of your equity compensation portfolio. It will also illustrate the upside and downside leverage in your holdings.
- **Personal Risk/Reward:** The next section provides an evaluation of your equity compensation holdings in relationship to your financial goals. It also provides an analysis of the risk inherent in current position.
- **Decision Framework:** The last section will help you establish a framework for making informed decisions about when option exercises should be considered.

To prepare your **StockOpter<sup>®</sup> Personal Equity Compensation Profile** I will need the following information:

1. Your current grant summary report with vesting schedule (contact your plan administrator).
2. The value of your diversified portfolio (the total value of your investments other than company stock and options).
3. The number of directly held company shares and their approximate cost basis.

After receiving this information we will setup a meeting to discuss your **StockOpter<sup>®</sup> Personal Equity Compensation Profile** and take the appropriate next steps which may include modeling the tax and cash-flow effects of different exercise and sell strategies. I look forward to assisting you with your equity compensation.

Sincerely,

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