



the express line™

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The Express Line is pleased to announce the recent hiring of Mr. Leeton Lee as our Vice President, Regulatory Compliance and General Counsel. In his newly-created position, Leeton will be helping us to achieve its overall goals and objectives in bringing you, our esteemed customers, highly innovative products that will not only meet, but exceed, all applicable safety and quality standards and regulations in our industry. In addition, he will be assuming the duties of managing the company's business and legal affairs as we continue to grow and launch new and exciting products in the future. Please read further for a personal note from Leeton.

April 12, 2011

Dear Valued Customer;

As a solid indicator of The Express Line's commitment to building a first-rate product integrity and compliance program, the company has recently created a new position for me to become a member of its management team. I haven't been as excited to get rolling in forming and managing an in-house product integrity program since I first joined The Walt Disney Company's legal department over 18 years ago to accomplish similar goals. As The Express Line is in a strong growth mode, the company has asked me to spearhead the creation and implementation of industry-leading programs in the following areas:

- Product Quality, Safety and Compliance;
- Social Responsibility;
- Supply-Chain Security; and
- Environmental Stewardship.

In the following weeks and months, you will be seeing indications of our progress on our web site and in our printed marketing materials. We hope you will soon be hearing a buzz in the industry of the exciting enhancements we are bringing to The Express Line and its outstanding line of drinkware products for you and your customers. I personally look forward to building a partnership with you so that you may have the ultimate confidence that we are working harder to protect you, your customers, our supply chain and our environment.

Sincerely yours,

The Express Line

Leeton H. Lee  
VP, Regulatory Compliance  
and General Counsel