

10/12/10

TO: SNI Management

FROM: Todd Cohen

Together, we have built SNI into quite a business over the last 22 years. We are recognized as a leader in our industry, and we have earned a well-deserved reputation for delivering unparalleled customer service. Now, we want to take SNI to the next level by creating a bigger and better company. Specifically, we want to open more stores, enter new markets, and grow internationally.

But to realize these ambitious goals, we felt needed some outside help. After a careful search, we are delighted to announce that we have chosen a fantastic partner. Alumni Capital Network (ACN) is a private equity firm based in New York City that has decided to make a major financial investment in SNI. It was created by former partners from the management consulting firm Accenture who have spent decades advising Fortune 500 companies. Alumni Capital Network will not only provide funding, but some of their smartest people will be working side by side with us in Bensalem to help us expand our product sourcing networks, install new computer systems, streamline operations, improve customer service, and hire new employees. You might have already seen some of these new faces around SNI. Help us extend a warm welcome to Jim Honohan, who is the firm's CEO and Mark Samuelian, who will lead ACN's team. They are excited to be working with us and are impressed with how we do business. You can learn more about ACN at www.alumnicapitalnetwork.com.

Whenever a company experiences change, it's normal to wonder what's in store for the future. First, I'd like to point out what *won't* be changing. Randy and I will continue to lead the company, as committed to our mission of quality and service as ever. And we hope that all of you will continue to stay with us and continue what you do that has made us such an outstanding company. As we approach 2011, we will begin to review our human resources policies and compensation practices to make sure they are fair and transparent.

Second, I'd like to go over some of the exciting changes you can expect:

--We have changed our name to reflect our bigger mission. SNI, which used to stand for Silk Tie Neckware International, will now be called Sourcing Network International.

--We will be building a larger company, and starting next year, we will be hiring new staff. This is a great opportunity to advance within SNI and take on new responsibilities.

--We will all benefit from a stronger SNI. You'll enjoy everything from using new computer systems to delivering better customer service to representing an even wider variety of great products.

Together, we embark on an exciting new mission. We couldn't have come this far without your dedication and hard work. We look forward to your continued enthusiasm and support.

We will communicate with you regularly on our progress. Please see the attached fact sheet, which provides more information about our partnership and growth plans.

Warm wishes,
Todd Cohen

9/24/10

MEETING AGENDA (Todd, Randy, Jim, Mark)

--Recognition of Contribution of Employees

--Announcement and Structure of Deal

--How It Fits into Growth Mission

--Intro of ACN reps and What They'll Be Bringing to the Table

--How It Will Benefit Employees

--Changes to Be Expected (Short-Term and Long-Term)

--Best Approach for Smooth Transition

FAQs -- Background talking points

Will I Lose My Job?

We have no plans for layoffs. We will use our normal HR policies for employment-related issues. As we approach 2011, we will begin to review our human resources policies and compensation practices to make sure they are fair and transparent.

Will I Receive More Money or Equity?

No. But as SNI grows significantly, you will be able to take advantage of new opportunities to advance within the company.

Given the scope of our mission and plans, you can expect Todd and Randy to delegate more responsibility in the near future and hire more people.

Who Do I Work For Now?

Todd and Randy will still be your boss, and the current management team will continue to be making decisions on running SNI.

Our ACN partners, such as Jim and Mark, will be helping us as advisors and coaches.

What Do I Say When People Ask me About the Acquisition?

You can simply say that SNI has become partners with a firm that is investing money to help SNI grow into a bigger and better company and expand into new markets. Todd and Randy will still manage SNI.