

August 1, 2010

Justin Blair & Company Policy Update

RE: Employee Shoe Purchases

Dear Valued Customer,

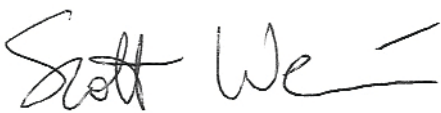
Starting on the 1st of August we are instituting a new policy for employee shoe orders.

- All employee shoe orders must be approved by your Territory Manager before being sent into our customer service department for processing.
- All employee shoe orders will be priced at 20% less than the shoe's list price.
- All employee purchases require a credit card for processing, terms will not be offered for these purchase.
- Please use our new employee shoe ordering form for these purchases
- The Berries and XSPRESS styles will not be available for employee purchase.

As you know, the employee shoe purchase program is intended to promote Aetrex shoes to your customers by allowing your shoe fitters to offer first hand experience and review of the shoes. These policy adjustments ensure that we are following the manufacturer's requirements designed to meet the employee experience goals. In support of these rules we created an employee shoe ordering form to simplify ordering. This form is available on our website, in the "News" page or it can be requested from your Territory Manager and or customer service department. Please use this form for ordering employee shoes.

We understand that this policy change may be viewed as increased effort on your end, but these requirements will, in the long run, streamline and improve the entire process. We thank you for your business and understanding in this matter.

Sincerely,



Scott Weinstein
Chief Sales Officer