



Victor Deng  
Archipelago Lighting, Inc  
4615 State St  
Montclair, CA 91763

Dear Victor,

Congratulations on garnering a 2010 Award for Design Excellence. Your products were gleaned from thousands of entries and earned the coveted ADEX Award based on a force-ranking of form, function and fitness for a particular purpose. The number of companies entered in this years' awards program increased by more than 22 percent. The contest was the most competitive to date, with each company entering an average of 5.1 products into the competition.

Here is how you fared:

MR16 *Platinum*

A19 *Gold*

As a Winner, you will be featured in the ADEX Winner's Issue due out in April. It is the most coveted issue of the year for interior designers and has a shelf life of one year. Once all entrants have been notified, all winning products will be posted to the ADEX Awards website. You can see them at [www.adexawards.com](http://www.adexawards.com).

There are some amazing marketing synergies for you to take advantage of. In an effort to facilitate that, we will provide you with a Digital Marketing Kit that has logos and a press release for you to use to promote your accomplishment. These should be ready for shipment in late March in conjunction with the formal announcement on March 15, 2010.

We are in the process of finalizing a press release and I would like to get a quote from you on winning the award. Here is an example:

*We at RFM are proud to be associated with the most prestigious award in the industry and relish in the fact that we have done so well this year. We look forward to working with you further as we gear up to really introduce RFM and our unique ability to customize to the individual in the workplace as well as provide striking design characteristics to appeal to the most critical of tastes.*

Please also make sure that you submitted both product and company descriptions at [adexawards.com](http://adexawards.com) because that information is an integral part of the press release. We are updating [adexawards.com](http://adexawards.com) in April so that only the winners will be featured. Your winners will be part of that elite group for the entire year.

Lastly, we will ship the award to you in April in conjunction with the release of the Winner's Issue. It will read *exactly* the same as it does on the website, so please take a minute to review the name and description of your winner by going to [www.adexawards.com](http://www.adexawards.com). Any changes should be made in writing at my e-mail address above.

I am including our Preferred Pricing exclusively for the ADEX Winners. Please get back to me as soon as possible, space is changing on a daily basis and the best spots are going quickly.

Congratulations again on your well-deserved recognition.

Regards,

A handwritten signature in black ink, appearing to read 'John Moses', with a long horizontal flourish extending to the right.

John Moses  
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