



SITZMANN ■ MORRIS ■ LAVIS

December 2, 2010

Dear SML Client,

I am writing to introduce myself as the new President and Chief Executive Officer of Sitzmann Morris & Lavis. After 45 years in the business my father, Gary Sitzmann, is stepping down as CEO of our company as part of a management transition plan we have been developing and executing for over five years.

My father will continue to serve as Chairman of SML and concentrate all of his professional focus on his true passion, which is working with clients. Over the past four plus decades, his contributions to our firm and his clients have been incredible. He is nationally recognized as one of the true leaders in our industry and is acknowledged throughout the country as an absolute expert in the Life Insurance and Employee Benefit marketplaces.

On a personal note, I couldn't be more proud of my dad for all his accomplishments. He has been a tremendous mentor and resource to me since the day I started in the industry seventeen years ago. His vision, insight and support will be invaluable to me personally and everybody associated with SML moving forward. Amazing to think he started SML with only one employee (my mom!) and built a company recently recognized by the San Francisco Business Times as the largest privately held brokerage firm in Northern California.

Along with my Partners, Don Morris & Bill Lavis, I look forward to leading SML in the years ahead. Moving forward, our sole mission will remain focused on achieving client satisfaction and trust.

In 1965, my father created three corporate objectives, which we still base our business practice on today:

- To be very good at what we do
- To do what we say we will do, when we say we will do it
- To have our clients enjoy working with us

As the new CEO of Sitzmann Morris & Lavis, I will work diligently to make sure these objectives are met or exceeded everyday. On behalf of all our employees, I thank you for your continued support and business.

Best Regards,

A handwritten signature in blue ink, appearing to read 'Matthew M. Sitzmann', is written over a light yellow rectangular background.

Matthew M. Sitzmann