



April 2, 2020

Hi Fred,

I wanted to reach out to you and express my sincere gratitude to you and the entire Wine Rack Media team. We have seen an unprecedented surge of online orders both for pickup and delivery during this COVID 19 crisis. To serve our customers as safely as possible, we have been directing them to use our website to minimize instore interactions. The website has handled this giant influx of orders without a hiccup. It has remained up, active, accurate, and processed orders timely and efficiently. Further, you and your team have been available to assist at the drop of a hat in adjusting delivery timeslots, online product parameters, and countless other requests.

As the nation begins to emerge from this crisis, I suspect we will see a shift in customer buying behaviors. They will be choosing delivery and curbside options and will forego the instore shopping experience more and more. I am glad to have a partner in Wine Rack Media who will be there by my side helping me successfully capture this business. Thank you for all that you do to make my business successful.

Josh Kimsey