



RIDDLE'S GROUP^{INC.}

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April 5, 2011

Ty Bennett
2729 W. Shady Hollow Lane
Lehi, Utah 84043

Re: Speaking Engagement

Dear Ty,

Thank you again for your time and encouragement shared at the Riddle's Group, Inc. Annual Managers' Meeting on Wednesday, March 9, 2011. You blended a very unique blend of applicable management concepts with a style that is engaging, transparent, and fresh.

We have received extremely positive comments from all those in attendance. But, beyond this, we are still seeing many of the points of your discussion come up in conversation throughout our company. Your encouragement to "be interested, not interesting" and a focus upon "the platinum rule" are absolutely powerful. You had a great impact upon those in the audience.

We look forward to have you join us again.

Best Regards,

David A. Westergaard
Executive Vice President/CFO

RIDDLE'S GROUP^{INC.}

Riddle's Jewelry | Mt. Rushmore Gold & Diamonds | LeMann Watch Co. | AmericaTours West | K Bar S Lodge