

January 9, 2009

2008 was an excellent year for aijalon. We embarked on an aggressive staff and business development program that resulted in notable additions to our team and substantial growth in our client base.

We are pleased to start off 2009 with equally exciting news.

Our 2008 strategic planning process has resulted in aijalon becoming part of Pickering Creative Group. Pickering is a successful Lincoln-based marketing communications firm that is celebrating its 30<sup>th</sup> year in business. Pickering is well known for its client-focused solutions in the areas of marketing, design, website development, and tradeshow exhibits. By joining the Pickering team, we are able to immediately offer our clients an increased depth of strategic, creative, and technical talent, as well as an expanded portfolio of marketing services and exhibit expertise.

The aijalon team is excited to become part of Pickering Creative Group. I am now the Vice President of Pickering and will be working closely with Pickering President Chad Pomajzl. Over the last six months, Chad and I have been working closely together to plan how we can expand and improve the services we offer to our clients. We have an excellent working relationship and are pleased with how well our talents and experiences complement each other's. As Vice President, I will be leading the strategic and creative processes that guide all of our client work.

As of Monday, January 12, 2009, our combined staff of 22 will all be located at the Pickering Creative Group facility at 8001 S. 13<sup>th</sup> Street in Lincoln.

A few operational details:

- The aijalon phone and website are now linked to Pickering, or you can call Pickering directly at 402-423-5447. You can reach all aijalon and Pickering staff at this number.
- All emails sent to aijalon staff using an aijalon address will be forwarded to the same person at his or her new Pickering email address.
- Client access to GRAVEL is available at [www.PickeringCreative.com](http://www.PickeringCreative.com) or, for a limited time, through the aijalon website.
- We will be merging our accounting systems. Sometime in the next few weeks our invoicing will reflect the Pickering name and location information.

I am eager to introduce you to our expanded team and invite you to stop by at any time to meet them and see the awesome Pickering facility. Please call me with any questions you may have.

Jason Petersen

