

Date: July 10, 2021

RE: Beating Inflation

Alcon Lighting, Inc.

2845 S Robertson Blvd Los Angeles, CA 90034 (877) 733-5236

www.alconlighting.com

Dear customers, colleagues and friends,

As economic inflation—tracked and untracked, seen and unseen—affects the price and cost of goods and services, Alcon Lighting affirms that we aim to add value to our customers' lives, works in progress and ability to do business without raising prices.

We pledge to cut costs where possible without sacrificing quality so that we can avoid raising prices and continue to offer the highest lighting value for your dollar.

Thank you for choosing to work and shop with us.

Sincerely Yours,

David Hohim

David & Jake

