

June 27, 2016

Mr. George A. Isaac III  
President, GAI Capital Ltd.  
P.O. Box 50009  
Santa Barbara, CA 93150  
Dear George:

After reviewing your article on the "Family Wealth Evaporation Trap", I decided to retain your services to evaluate how effectively we were managing our family business and overall family wealth. Our interest was to collaborate with you to build a plan to better meet our long-term business and family ownership objectives.

We were very pleased with your ability to work with our senior executive team throughout this project. In particular, we appreciated your detailed involvement with our development of the complex financial models necessary to evaluate our business' projected financial statements, capital needs, free cash flows, and the resulting impact on shareholder returns. In addition, you were instrumental in helping us better define our liquidity, capital structure and overall family wealth management objectives.

Your ability to communicate and present complex financial and strategic issues in a straight forward, easy to understand manner was critical to our project's success. With your help, we obtained unanimous support from our conservative Board of Directors to implement the recommendations we developed together. Your sensitivity to family business dynamics was also critical to obtaining the support we needed.

Based on your recommended strategies, we revised our business' capital structure to significantly increase current and future shareholder returns on equity while retaining our conservative financial culture. Your recommended roadmap for annually adjusting our capital structure based upon specific metrics and clearly defined risk-adjusted parameters will help us focus on optimizing and properly managing our family business and family's wealth well into the future.

I would be pleased to serve as a reference for your consulting work or potential appointment to a corporate board of directors. Thank you again for your assistance on this important project.

Sincerely,



Greg J. Easton  
President  
Jas. D. Easton, Inc.