



**ideafactory**<sub>inc</sub>

May 20, 2014

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Chris Riegg and Bill Penkwitz  
Promontory Point Capital  
322 East Michigan Street, Suite 500  
Milwaukee, WI 53202

Dear Chris and Bill:

On behalf of John Mueller and myself, I wanted to again express our gratitude to Promontory Point Capital for your firm's guidance in our company's recent sale to Ginsey Home Solutions.

Several years ago, Idea Factory engaged another M&A Advisory firm to explore the sale of our business. We invested significant time and dollars; however, we were not able to get to the finish line. Our experience with Promontory Point Capital was substantially different. After taking the time to really understand our business and ownership objectives, you designed and executed an engagement strategy that leveraged our industry position, distribution relationships, and other strategic assets.

Your firm's oversight through every step of the engagement process allowed Idea Factory to attract competing offers for our business which enhanced our negotiating position with potential buyers. Once you helped negotiate the Letter of Intent with Ginsey Home Solutions, you expertly managed the entire due diligence process towards a successful closing. Thank you for making this happen!

Our experience with Promontory Point Capital was positive and we would be happy to serve as a satisfied client reference for others that are considering engaging your firm.

Sincerely,

Patricia M. Mueller  
Former President and Co-Founder  
Idea Factory, Inc.