



A T L A S

December 5, 2018

To Our Valued Customers:

On behalf of our entire team I'd like to thank you for the ongoing opportunity to earn your business and to serve as your strategic analytics partner.

For the past thirteen years we've relentlessly attempted to contain costs while increasing value and services. However, factors such as inflation and rising operational costs are forcing us to break our thirteen-year streak without a price increase.

On the brighter side, we're able to limit the price increase to 5%, which will become effective upon the renewal date of your existing contract.

Although the percentage increase may seem somewhat insignificant, it helps us serve you better, particularly in the areas of solution enhancements, new product development, and support services.

We look forward to serving you and your team in the coming years as we work collaboratively to transform data and analytics into greater market share, while improving productivity across the path-to-purchase.

Should you need additional information, please contact me at your convenience. I can be reached at Dan.Lyons@AtlasDSR or via phone at (501) 256-5078.

We appreciate your continued support and hope you have a happy and safe New Year's.

Respectfully,

Dan Lyons
Executive Vice President