



Dear Colleagues,

My name is Andrew Joos and I have worked in the electronics assembly community for nearly twenty years, selling new equipment for high-tech capital equipment to contract manufacturers, OEMs, and equipment dealers. This past year my company X-line Asset Management has partnered with a very important charity foundation known as The Lance Armstrong Foundation: **LIVESTRONG**.

Last September, my company partnered with my colleague and former Speedline Technologies executive, Jeff Mogensen and raised over \$100,000 for the LIVESTRONG Foundation. We achieved this goal by running a first-of-its kind charity auction including several fine pieces of high tech equipment. Together with Mr. Mogensen, we generated equipment donations from quality manufacturers such as Speedline Technologies, Vitronics Soltec, Juki, KIC, Schleuniger, Air-Vac Engineering, Quicktool, ITM Consulting, and others.

Building on the success and momentum of this previous auction, we are planning for yet another! This first auction included over 25 pieces of equipment donated, over 50 bidders, and over \$100,000 generated for LIVESTRONG, but we want to exceed this goal! We believe there is much more we can do as a community to raise both money and awareness for this important cause. Unfortunately the reality is such that we all know someone who has been touched by cancer in our lifetime.

To meet this goal, I need your help! Our second "Industrial Strength" Equipment Charity Auction will be held in the Spring of 2012. Your participation is vital to its success. Do you have new or demo equipment you could donate to this important cause?

The benefits of donating equipment for this auction include:

- Helping raise money for a great and noteworthy cause - The Lance Armstrong Foundation: **LIVESTRONG**
- Great exposure for your organization via our effective marketing to potential and current customers
 - Examples include your company name/logo on our auction web page, marketing materials, etc.
- Your company name/logo mentioned in the press release announcing this exciting event
- Potential tax incentives for your business

Can you help us? We hope you can. I look forward to hearing back from you. Please contact me at Andrew@xlineassets.com.

LIVESTRONG,

Andrew Joos