



September 24, 2007

Dear Valued Customer:

At Hogan Hardwoods & Moulding, we have always taken pride in our goal of **“taking care of our people”**. We have always included the Hogan People to be not only our hard working associates, but also our valued vendors, and every customer we service. Over the years Hogan Hardwoods has grown and stretched in many directions, we have climbed the highest mountains and withstood the toughest of times, but through it all we have always been focused on Our People.

As most know at the end of 2006, we made some tough decisions to prepare for what we thought the future would be. We felt like leaner times were going to be trend and to compete we had to be as efficient as possible and offer the most value in the market. We thought hardwood distribution was more of an owner-operator type business and that being large stretched our ability to be as involved as we needed with each of our yards, our customers, and our vendors. And as our last Product Review stated “As times change, so does Hogan” ... And my friends, we have made vast changes to our company. We feel now that we are complete with our plan, we are the very best option for your Fine Hardwoods & Architectural Building Products ... now and for the future.

The Hogan Plan consisted of four key factors 1.) “Right Sizing” our business and getting back to our original service areas. 2.) Getting our long-term people back close to our customers to let their experience be most useful. 3.) Narrowing our vendor base to “The Best” producers in the world. 4.) Making our business simple by focusing on the Basic Hogan procedures that have proven successful over the years. The plan was a tough one, very hard to accomplish, and the biggest challenge Hogan Hardwoods has ever faced. But we have accomplished the plan and now we can enjoy the changes with Our People – Customers, Vendors, and our dedicated associates.

Going forward you will see a well stocked Hogan Hardwoods, operated by people you know and have trusted for years, eager to please and agile enough to solve problems fast. You will see a Hogan Hardwoods that is building on a reputation

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for great products, great service, and great people ... a reputation that we have worked hard at since 1993. You will see a company with great focus on the fine details, and continuous improvement in everything we are doing. You will see the Hogan of old but with the experience that is unmatched in the hardwood industry. While we adjusted our business in many ways, we focused on what our strengths are, what they have been, and what they will be. We are all very excited about where we are and where we are going, and our dedication and direction is very clear to each and every one of us.

As we work to be the most reliable supplier to our industry, we want everyone to know we are all available. If there is anything anyone of us can help you with, please call or e-mail us for a quick response. We are here to service, to solve problems, and to help with solutions. We are here to prove our value to each one of you by actions and not talking about it. If you have an idea of how we could better service your needs please e-mail your comments directly to [HoganQuality@HoganHardwoods.com](mailto:HoganQuality@HoganHardwoods.com) and you will get a quick reply from our Management Team. Also, please remember to use our Web Site for all your technical information needs. Once on the Hogan site please utilize our login feature to allow access directly into your account. And in the near future [www.HoganHardwoods.com](http://www.HoganHardwoods.com) will be adding several features that will allow you to "Ask the Expert" for immediate answers to technical questions, ask questions that would pertain to Hogan manufactured products, or even ask questions about our specialty products and their applications.

Hogan Hardwoods & Moulding will continue to be an exciting company to be involved with, to buy from, and to sell to. We will be on top of our game in every phase of what we do, and involved with OUR PEOPLE like we were in our early days. Being the best has always been the goal, being in tune with the industry was a fundamental, offering the best products was how we grew, finding the best people in the industry and training them continuously has been a benchmark. But to get back exactly where we needed to be was The Hogan Plan, the plan that has put our people with your people to make special things happen.

Sincerely,

A handwritten signature in black ink, appearing to read "David", with a long horizontal flourish extending to the right.

David Hogan, CEO  
HOGAN Hardwoods & Moulding