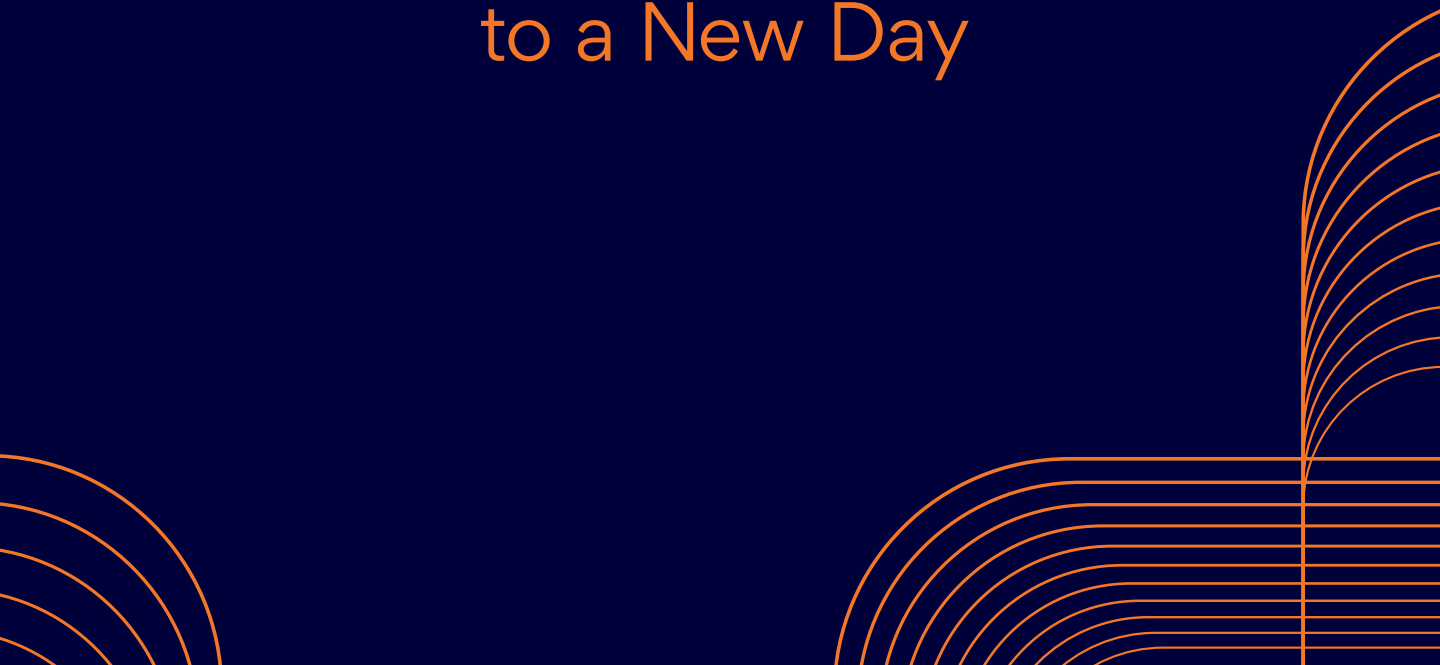




AWAKEN

to a New Day





Dear Samuel,
Here's Kit #1 of a purpose-driven set,
developed specifically for you.*

Our outreach campaign,
“Awaken to a New Day,”
may have a coffee theme, but it's all
about something we both love and
need as much as that first cup in
the morning: **delighting customers**
while increasing company value and
shareholder returns.

*Kits #2 & #3 will arrive over the next two weeks

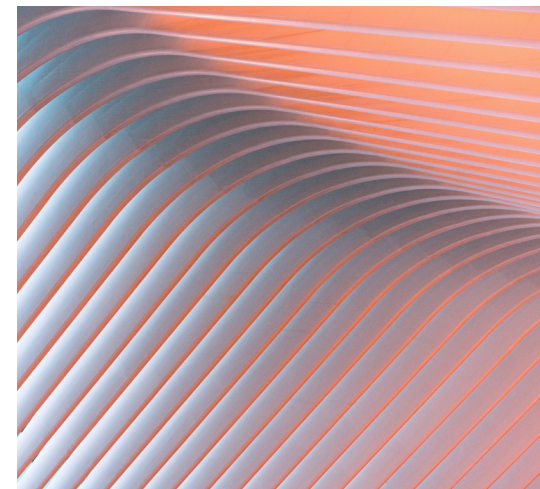
Persistent is a proven partner
of independent software
companies, with 30+ years
of digital engineering success.

Currently, we see a range of operational efficiency levers that could boost market value for Epicor, while allowing you to delight customers and shareholders alike. We're reaching out to you because our analysis shows that specific levers make good sense for you, and map to real opportunities – hence this customized approach. The collateral included in your three kits will explain in detail, but here's a preview:



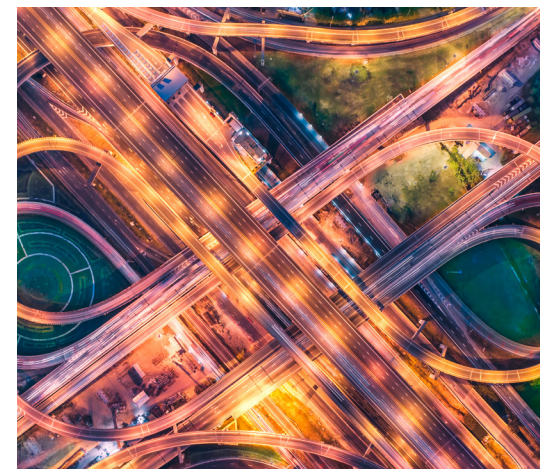
Kit One: “Awaken”

Collateral includes a market point of view from industry analyst firm Zinnov on trends and best practices for modern software engineering in a challenging economic environment.



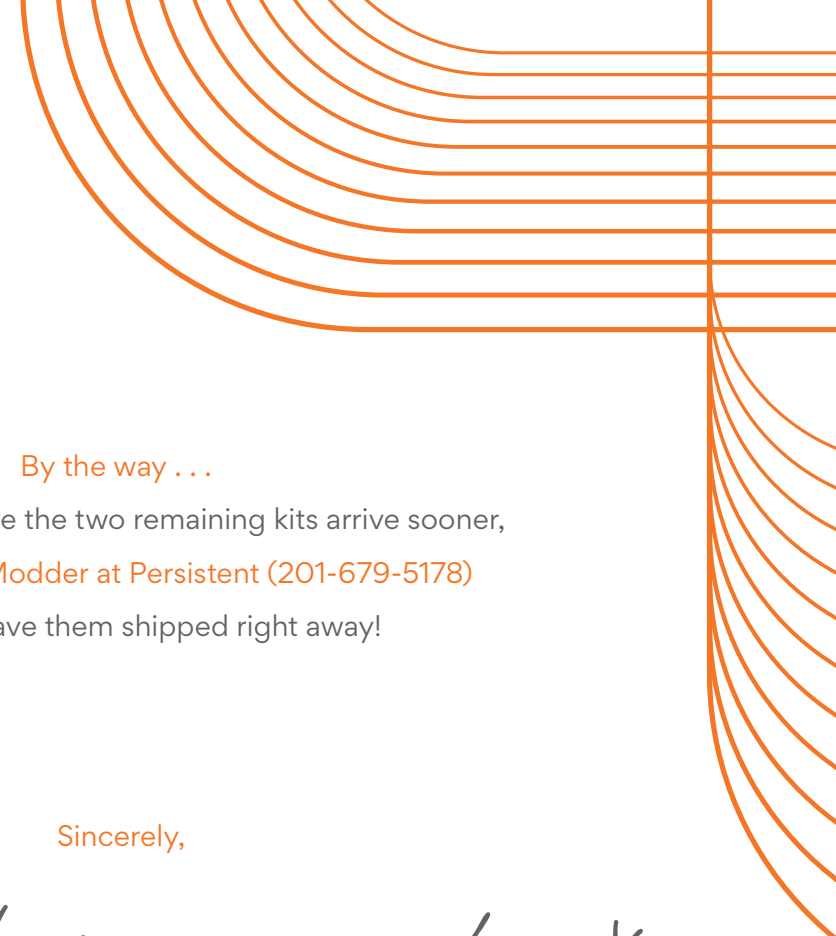
Kit Two: “The Best Blend”

Collateral includes a white paper from Persistent on six levers that Epicor can utilize to optimize operational efficiency, improve license and top-line growth, raise operating margins, and boost stock valuations and market cap.



Kit Three: “Press Ahead”

Collateral includes multiple case studies revealing how we've helped other ISVs to cut costs, drive revenue growth, and increase speed to market.



By the way . . .

If you'd prefer to have the two remaining kits arrive sooner,
please call **Larry Modder at Persistent (201-679-5178)**
and we'll have them shipped right away!

Sincerely,

Larry Modder

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