



March 29, 2013

Mark Arnold  
President  
On the Mark Strategies

Dear Mark:

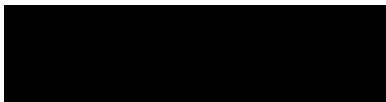
What a journey! As we reflect on all the things we've accomplished during the past 12-18 months, I'm amazed at how smoothly the transition has gone - that is due, in part, to your expertise and guidance.

The fact that you had experienced a field of membership expansion (Postal credit union specifically) name change, and rebranding from both a consultant and a credit union employee role gave us a greater sense of confidence and credibility in selecting you to assist us with our monumental transition - we were not disappointed.

Your attention to detail, objective perspective, and insight during each step in the process allowed us to focus on developing a name and brand that really connects with our entire membership and will successfully carry our credit union through another 60+ years. The brand discovery and training sessions were extremely beneficial to all involved and really set the bar for excitement, buy-in, and success.

It is our desire to make a positive difference in the lives of our members, thank you for being a positive difference for our credit union. It has been a pleasure working with you and we wish you much success!

Sincerely,



Jeff Thompson  
CEO

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