

MAY 06 2015

**Julian Tackett**

Kentucky High School Athletic Association
2280 Executive Drive
Lexington, KY 40505

April 30, 2015

Dear Commissioner,

As you know, we have had another very positive year in 2015 for the KHSAA Corporate Partner Program and are pleased to add \$349,000 to the efforts we have worked on together to produce over \$4.1 million dollars in support of high school sports and athletics in our state since we created this program 15 years ago. That is a run of success we can all share in and of which we can all be proud.

With that back drop and following our conversations over the past six months, along with the many ideas we have shared as to the future of the Corporate Partner Program, I wanted to let you know we have made a decision as to our participation going forward. As you have been having discussions about the future with your board, so too have we here been evaluating what our next steps will be after this year's settlement is complete and we head into our next 15 years as a company.

After months of discussion and a refocusing of our efforts here at BrainBox, coupled with the fact you have indicated a desire inside your organization and from your board to take the sales and marketing efforts in-house, we have decided not to request an extension of our marketing agreement which expires this June. We informed our board of this decision at our April board meeting following our presentation to the KHSAA board earlier this month. With Butch leading the way and with the experience of your very talented staff, we are sure you will see continued success for the KHSAA.

We sincerely appreciate the opportunity we have shared to help build a program for the KHSAA from an idea generated in 1998 by Louis Stout and Jim Host. We want you to know we stand ready to assist in the transition to your new efforts in any way we can. We will always be available for any support we can provide for you because, as you know, Leah and I still very much cherish the opportunity we had as young student athletes to compete in state championships because the KHSAA made it so.

Very sincerely,

A handwritten signature in blue ink, appearing to read 'Richard A. Ford', with a long, sweeping underline.

Richard A. Ford
Chairman & CEO
BrainBox Intelligent Marketing

cc: Jim Host
Tim Campbell
Leah Little