



September 18, 2009

Tom Coyne, President and CEO
Diamond Phoenix
90 Alfred Plourde Parkway
Lewiston, Maine 04241

Dear Diamond Phoenix Customer,

I would like to be the first to tell you the good news about Diamond Phoenix and the Italian company, System Group S.p.A. We are joining the System Group and its logistics division, System Logistics, to create a new world leader in material handling system design, implementation, and equipment manufacturing. The exciting part of this transaction is the enhanced solutions and global resources we will be providing our customers based on the unified companies. In addition to the services and equipment you have come to rely on from Diamond Phoenix, we will be adding laser guided vehicles, system vehicle loops (SVL), the Modula Vertical Lift Module, and more software solutions, to name a few. The results are a stronger company to stand behind our customers into the future!

The management team at Diamond Phoenix will remain the same, so please continue contacting your usual resources here at the company.

In essence, the transaction combines Diamond Phoenix manufactured technologies, systems design, and implementation capabilities with the global reach, additional technologies, and capabilities of System Logistics. This will benefit you as System Logistics has common values focused on customer care, innovation, and reliability, which will ensure we deliver more outstanding logistics results. The leadership team and all the professionals at Diamond Phoenix look forward to providing these enhanced solutions and global resources to you, our valued customer.

If you have any questions, please feel free to contact us!

Sincerely,

Tom Coyne, President & CEO
Diamond Phoenix