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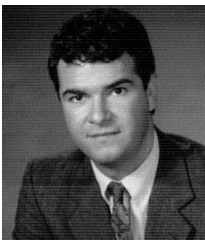
# THE LONGO LETTER

October/November 2003

## AES, All Equipment Sales... same players, same game, new teams!



**CURRENT  
EVENTS**  
Joseph M. Longo  
President



repair service and commissioning elements of new equipment sales, this change provides us a distinct competitive advantage over mass marketers who lack these important services.

Current AES personnel will be re-assigned to the service divisions as New Equipment Specialists to assist their growth in these markets.

Our outside Field Sales force will continue to aggressively pursue new equipment opportunities while facilitating increased supplier visibility with our customers.

*In short, this change is designed to make it easier for you to do business with Longo. Now there is a single point of contact for your new equipment as well as your service requirements – a clear Longo Advantage.*

15 years ago we established AES (All Equipment Sales) as a separate business group in response to how our customers were doing business. It has been dedicated solely to filling the new equipment requirements of our customers.

Set apart from the service groups, AES had its own unique identity. The group was able to draw from an increasing and diverse group of manufacturers – Aerovent, ITT-Robot, Siemens, U.S. Motors, and Cutler-Hammer, to name a few.

This, along with the dedication of our AES personnel, has enabled us to have increased product offerings, more supplier options, and quicker response time.

Many of you have developed strong business relationships with our Longo associates, Walter Nowlin, Jeannette Ehritz, Sue Urban, and Pete Filipe,

who have a combined 45 years of new equipment experience.

Times change, however, and we have seen a shift in how you, our customers, view your purchasing decisions. Fully 70-80% of new equipment purchased includes some sort of additional services such as installation, retrofitting, design services, or start-up. In our continuing effort to more effectively promote Longo's value-added and Total Customer Solution philosophy, we are pleased to announce this organizational change.

New equipment sales will now be handled through each of the Longo service divisions. Capitalizing on the