



September 15, 2009

Dear Valued HELP Dealer:

We have received additional information regarding the following:

- 1) Notice of Chapter 11 Bankruptcy Case, Meeting of Creditors & Deadlines.
If Equiguard listed you as a creditor (somebody to whom it owes money) in the bankruptcy filing, you may have received a "Notice of Chapter 11 Bankruptcy Case, Meeting of Creditors & Deadlines" document from the bankruptcy court inviting you to appear at the Meeting of Creditors on October 14.

You are not required to attend that meeting; only the debtor (Equiguard) is required to appear. The purpose of the meeting is to allow creditors to ask questions of Equiguard, to better understand what is going on and what Equiguard is planning to do. There is no expectation that all creditors will attend, and nothing will happen to a creditor if it does not attend. Please reference the explanation of the meeting on page two of the document that was sent to you by the court.
- 2) Proof of Claim. You may have also received from the court a proof of claim form. This document is the form a creditor uses to state how much money Equiguard owes it for pre-petition (i.e. services rendered before Equiguard filed for bankruptcy protection on the afternoon of August 28, 2009) claims. Watch for a notice of deadline to submit proofs of claim that is published by the bankruptcy court for the Equiguard case.
- 3) If you have not received any documents from the court, Equiguard may not show you as a pre-petition creditor.
- 4) NSF check. If you attempted to cash an Equiguard check and it was returned as NSF (non-sufficient funds), you will receive additional instructions regarding payment of these funds as soon as Equiguard determines the best process. Equiguard insured HELP contracts under a policy issued by a third-party insurance company, American Bankers Insurance Company of Florida ("Assurant"), which guarantees payment of all valid claims under insured HELP contracts. That insurance coverage is not affected by Equiguard's bankruptcy filing. Please see the Equiguard NSF returned checks letter dated September 14, 2009.

Please check your Go! on-line dealer resource center for the latest updates.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Townley".

Lisa Townley,
ICP Brand Marketing