



April 23, 2020

Dear Valued Customer,

We are pleased to share some very exciting news – this past Friday we entered into a definitive agreement with Cureatr, Inc. (“Cureatr”) pursuant to which we will acquire the underlying software associated with AMS Connect. It’s hard to believe it’s been almost five years since we entered into a Reseller, Distribution and Revenue Sharing Agreement with Cureatr, enabling American Messaging to resell Cureatr’s software application under the brand name AMS Connect. After entertaining numerous alternatives we committed to partner with Cureatr for one simple reason, their software was among the best.

Today, the market for our services and the product requirements associated with mobile applications are now clear – we have learned much and know well our ability to compete. To do so our customers’ priorities must be our priorities, making greater control over product development a necessity. We now have that control along with a third-party development partner to support, maintain and further develop AMS Connect. To this end, our agreement with Cureatr will result in a single AMS Connect app with two feature sets, each available at the option of the customer. One option will duplicate the existing AMS Connect application, including peer to peer messaging. The other will have a narrower feature set for end users simply wanting to integrate paging with AMS Connect. Several other new features are also being developed.

We structured the transaction to minimize any impact to our customers, ensuring existing support, and provisioning workflows remain unchanged. We also partnered with Amazon Web Services (“AWS”) to host the app in the same manner as the Cureatr app, ensuring existing stability and security assessments are unchanged. By doing so, our customers can expect the same “tried and true” app successfully proven over the last several years.

We are collectively committed to making the most of this unique opportunity and plan to make further investments. The development effort and subsequent software transfer is expected to be complete late this summer. In the interim we will keep you apprised as progress unfolds.

On a separate note, we are here for you and our staff is ready, willing, and able to remain The Dependable Choice for your critical messaging needs during these difficult times. Be well and be healthy.

Sincerely,

*Dave Andersen*

Dave Andersen  
President and Chief Operating Officer  
American Messaging Services, LLC

*J. Roy Pottle*

J. Roy Pottle  
Chairman & Chief Executive Officer  
American Messaging Services, LLC