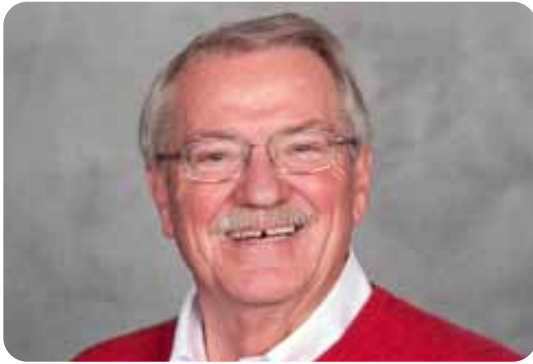


## Words from the President



HomeDeliveryLink continues to enjoy a good year in spite of the lackluster economy. In the third quarter ending September 30, 2010, we saw revenues increase by 49.7% over the comparable quarter in 2009. For the first nine months of 2010, revenues exceeded last year by 45.5%. I am delighted to add that our profitability has also maintained acceptable levels. The balance sheet reflects the fact that the company is on sound financial footing.

Most of our efforts since my last message have been spent on assimilating the significant new business that we took on in the second quarter. We did, however, gain three new sites in Pennsylvania with our existing client, The

Dump. Those three additional locations brings us up to 36 sites from which we deliver reaching from Boston west to Seattle and south down to San Diego. We now have in excess of 90 associates and are dispatching approximately 215 delivery vehicles.

For the balance of 2010, we will be focusing on providing outstanding customer service to our client companies and their customers. Numerous quality improvement initiatives have been implemented as we moved into and through the busiest season of the year. We are thankful for the support provided by our independent contractors and their employees. Also, thanks to all of our clients for their continued commitment to our company; its associates and independent contractors.

My Best Wishes for a prosperous, peaceful and healthy 2011 to you all.

Robert E. Fleisher  
President and CEO  
HomeDeliveryLink, Inc.

### The HomeDeliveryLink Mission

To enhance our client's image by making a well-planned, on time, professional delivery each and every time. We set the service quality standard in our industry by providing the most efficient and transparent link between our retail clients and our delivery customers. Our success is measured solely by the success of our clients, and the satisfaction of our mutual delivery customers.



Meet the Team – and the Client! ▼



La-Z-Boy Distribution Center

As we got into planning the content of this issue of The Link, it turned out that our search for the next client to feature in our regular SPOTLIGHT CLIENT section and our choice of which HDL staff team to put in the MEET THE TEAM article became incredibly simple. Simple because it became quickly obvious that we have at least one operation in our system where the two company teams - the furniture retailer team with goods to deliver to customers, and the delivery company with logistics resources to deliver the goods to the customers - really appear to be only one team. These two teams work tirelessly and seamlessly toward the exact same service and

quality goals, they just happen to get their paychecks from two different companies. Starting in April of this year, a group of industry veterans began creating a brand new furniture warehousing and delivery operation that has by all measures, created a new benchmark in efficiency, productivity, and outstanding customer service metrics. Located in the greater Los Angeles area, La-Z-Boy Furniture has a full-service distribution center that serves their dealers in the Southern California and Nevada markets.

Run by furniture and logistics industry veteran and General Manager, Scott Lea, this is one warehouse operation where a picture is truly worth a thousand words. Drawing on his 30 years of experience at places like Levitz Furniture and Target Logistics, Scott and his team maintain a building that is at once, clean, organized, and full of apparently healthy, motivated associates. As any good leader knows, being surrounded by good talent is one of the keys to success.



Steve Carpenter, Tina Silva and Scott Lea

Customer Service Supervisor Tina Silva, brings a wealth of experience from places like furniture giant Wickes, as does Warehouse Supervisor Steve Carpenter with his experience at Ashley Furniture. Between the three of them, and of course the home delivery experts of the HDL team on site, it seems that "service failure" are words that are not allowed, and a performance metric "score" you would have a hard time finding on any of the many quality measurement systems they use to keep this busy warehouse running in high gear.

Where the rubber hits the road at this place, and apologies for the bad pun that was admittedly intended, is with the team that gets the furniture out of the warehouse, on to the road, and into the customers' homes. This all

happens under the leadership of HomeDeliveryLink Account Executive, Teddy Luna. Also an industry veteran with roughly 20 years of home delivery experience, Teddy brings skills he learned early on in his career running his own home delivery contractor operation, to high-level learning at reputable 3rd party delivery companies such as Affinity Logistics and 3PD. What really comes through with Teddy and his team of HDL associates is the true spirit of teamwork and motivation toward shared goals with the La-Z-Boy team with whom they work side-by-side. Helping keep Teddy in line, as she says, is Assistant Account Executive Tania Fabian. Taking care of billing, routing, DOT compliance of our

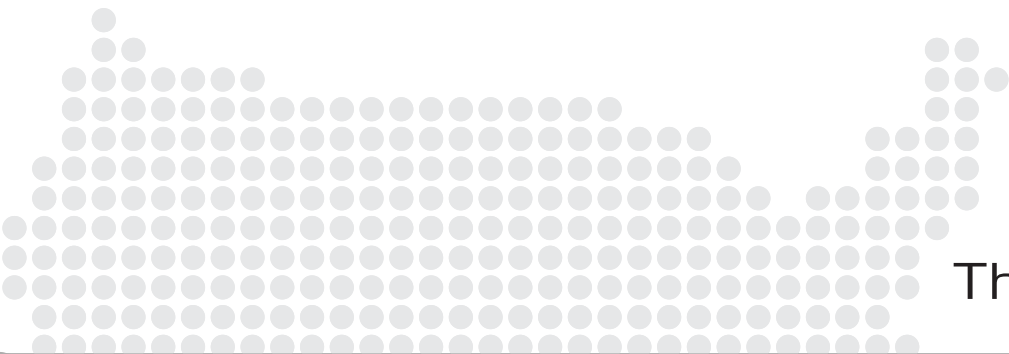


La-Z-Boy General Manager, Scott Lea

**The HomeDeliveryLink Values**

- Make every delivery "outstanding."
- Respect all merchandise as if it were your own.
- Respect every home to which we deliver as if it were our own.
- Take personal ownership of HDL's and our clients' success.
- Make our team better than it is today --- everyday.
- Always act with integrity and honesty.
- Find some fun at work each day.





Meet the Client continued



Maria Rivera, Teddy Luna and Tania Fabian

independent delivery experts, Tania keeps the office part of the delivery service working smoothly. And keeping those delivery contractors running smoothly out on the road, as well as maintaining clear and consistent communication with our La-Z-Boy delivery customers, is our dispatcher, Maria Rivera.

In all, it takes only a quick pass through the building on a typical busy delivery day, to see that this team of logistics experts work in an incredibly united manner to reach their common goal of providing each and every delivery customer the incredible delivery experience they deserve and have come to expect from La-Z-Boy and HDL as their delivery partner.

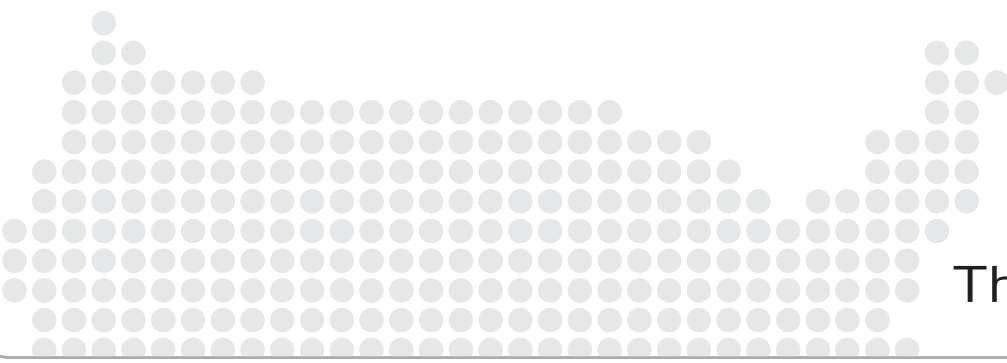


HDL Account Executive Teddy Luna

The HomeDeliveryLink Vision

To build a world class team of associates and independent contractors who take individual ownership of our responsibilities and results. By treating each client and customer as if we have only one, and each piece of merchandise as if it were our own, we will grow our reputation as "The Outstanding Delivery Team." We will match "can do" people with cutting edge technology to continually lead our industry in service performance metrics.





In the News ▼

- The winner of the company's **MostValuablePlayer®** award, a program where HDL associates recognize their peers for going "above and beyond" to improve a client's business, was taken home this Quarter by Michael Carbajal, Account Executive at our Sears operation in Janesville, Wisconsin. Mike has not only been able to raise the customer service scores at his operation well above Sears' expectations in the relatively short time he has been there, but has also helped a number of his colleagues at other Sears operations do the same. Mike took home a nice prize check and some HDL "gear" as a thank you for his outstanding efforts.



Michael Carbajal, Account Executive



Contractor - Neil and Sears truck on ferry

- HDL Delivers Anywhere! Sent in by one of our devoted independent delivery owner operators in the Midwest, a Sears delivery customer on an island in the middle of Lake Michigan was delighted to have all of her Sears appliances delivered right at the time they were promised, and in perfect condition. Way to go independent Sears delivery expert Neil!

- Join us in congratulating some other important players who made valuable contributions to their clients' businesses, well beyond their daily job functions. These are our **PerformanceAllStars®** for the 3rd Quarter (alpha by last name):

- Oscar Castruita, Mor Furniture for Less
- Dale Doyon, Ashley Furniture
- Frank Flores, Living Spaces Furniture
- Andrew Martinez, Living Spaces Furniture
- Rick Sierra, Director of Operations: Central Region

- You can tell a lot about a company by the people who work there. And sometimes even more about the company by how long these people work there. Next issue we'll bring you an incredible list that tells the story of an 11-year-old company that has a lot of people who have been around for nearly all of that time. In the meantime, special congratulations to our recently-married Director of Quality and Compliance, Chris Catton. Chris just celebrated his 5th anniversary with Home DeliveryLink. Congrats! We are looking forward to your next 5, then your next 5...well you get the picture, Chris.



Chris Catton, Director of Quality and Compliance

