



Your Global Source for Unique Products

January 10, 2012

Dear Valuable Partners,

I would like to wish you a very prosperous and HAPPY New Year! We also have couple exciting news to share:

- **River of Goods was selected by Twin Cities Business Magazine as one of their top 10 small business success stories for 2011.** Credit for our success is due to our valuable partners, including vendors, customers, and our dedicated employees. Our focus starting in 2008 has evolved from importing home décor products to product development and customization for our customers. This strategy has paid off! Many of our customers had great success on collaborated product designs. Through our product development, some of our customers that normally buy 100-200 pieces per design ended up with 30,000 pieces success! Innovation and new ideas are important to keep things fresh. At the end, the successful key items are the bread makers.
- **River of Goods is moving into a brand new facility in 2012.** Our building is partly subsidized by the St. Paul Port Authority to encourage employment in St. Paul's Frogtown area. The structure is LEED compliant and energy efficient. We are saving money on rent with the new building. This truly is a win-win situation! Our team members look forward to having a creative space and becoming part of the growing community. At our new home, we will feature a rotating gallery-like showroom to highlight our unique products. This will be a fun and exciting space where our customers and our product development team can work on brand new ideas, and create the next big deal!

I hope you will really take advantage of the services we provide:

One Stop Shopping, including:

- A wide breadth of product categories including Tiffany lighting, LED lighting, other unique lighting, furniture, home accents, area rugs, outdoor and seasonal concepts, and soft goods.
- A product development and sourcing team. Tell us your ideas; we'll develop and execute the orders.
- An extensive product library. We develop more than 200 new items per month. And you can choose from more than 10,000 product designs already in our library.
- Excellent execution. We deliver orders on time, with high standards of quality.

A Proven Track Record:

- We are consistently rated as one of the top vendors by our customers in performance and execution.
- A low return rate. We have in-house QA teams in China, India, and Vietnam to ensure quality delivery.

An Easy Buying Process:

- Flexibility. We are a customer-intimate company. Our internal process is catered to our customers' needs.
- We're Solution Specialists. Our sales team is here to listen and offer solutions.
- We strive to make the process of buying from us fun and easy.

A Turn Key Operation:

- Product customization. We collaborate with our customers and help create new concepts/products.
- Worry free process. Once orders are finalized, River of Goods ensures on-time and quality delivery.
- Providing product information, talking points and product training to TV shopping guest hosts, as well as airtime production and customer service teams.
- Marketing materials, such as hang tags, to help promote brand awareness.

For our customers, thank you for your business and support. We would love to invite you to our new showroom/design lab to brainstorm unique product ideas. And feel free to contact me on other services you would like us to work on. For our vendors, thank you for your innovative ideas and your support.

We love what we do at River of Goods and hope to do more of it!!

Lavina Lau
President & CEO
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