

Dear TheAdmins Customers,

As CEO of TheAdmins, I want to take a moment to offer you and your family a sincere, heartfelt thank-you. We consider the relationship with our clients as much more than simply a business accord – we view all of you as part of TheAdmins family.

During bear or bull markets, we all share some common goals: striving to be the best at work, home and in life. When we are able to achieve these most elemental pieces together, it creates a bond – a *fellowship*– that goes beyond the regular or “antiseptic” professional associations. Whether it’s assisting hospitals with accelerating patient information to a Doctor, thus allowing for a higher level of medical care; or optimizing a firm’s ability to offer its employees a much more flexible architecture to accomplish their jobs from home or a Starbucks; or the ability for companies to be more financially competitive through dramatic cost saving...my overall aspiration for TheAdmins is to be “enablers of business.” Not simply a tech firm that sells software, hardware and services.

2009 brought with it many new and un-forecasted challenges to the country, its companies and its citizens. Amazingly, and with what seemed to be little more than a blink-of-an-eye: it’s 2010. We are all still standing and the immediate future looks much brighter than this time last year. To that end, I’d like to take moment to bring you up to speed on some of the highlights of the past 12 months:

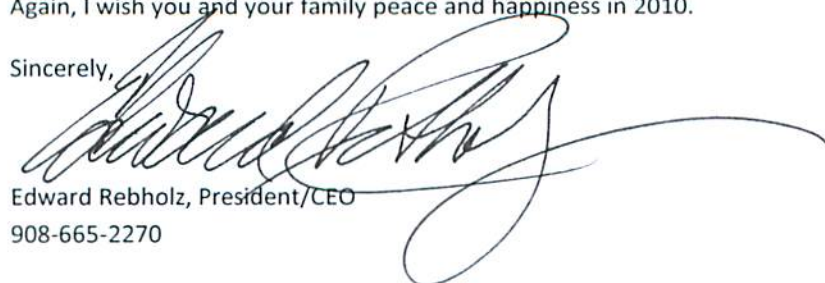
- Despite the macro-economic challenges, TheAdmins services business grew year-over-year. We saw a dramatic rise in clients looking to virtualize and centralize more and more of their architecture (applications, desktops, storage.)
- We added 18 net-new clients to our family! We look forward to the “customer appreciation” events so that you will all have the opportunity to meet and break bread with them.
- We had tremendous fun with all of you at our client appreciation events such as when we toured Yankee Stadium!
- Our sister IT storage vendor WhipTail Tech was awarded Best-In-Show @ SNW 2009 in Phoenix (beating out EMC, NetApp, F5, Avere, etc) with it’s announcement of inline-deduping and has seen dramatic revenue and pipeline growth in the 2nd half of 2009. Brian Feller was brought over from Citrix to take over sales and operations and we have several major national and international partnerships that will be announced shortly...stay tuned!

We have also added long-time industry veteran account executive’s Ron San Chirico and Rod Stange to TheAdmins. Michelle Clemente has recently segued to “inside relationship manager” to be the point-person for all our clients’ license, maintenance and support renewals. Congratulations to all!

I publish my direct phone line and email so that anyone can reach me anytime for any reason. Please do not hesitate to reach-out to me for anything.

Again, I wish you and your family peace and happiness in 2010.

Sincerely,



Edward Rebholz, President/CEO
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