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Dear Merchandising Team,

As the President and CEO, and on behalf of everyone at **Topline Innovations™** LLC, I would like to thank you for this opportunity to inform you about our new product and our company. Please find along with this letter a brief brochure of our new product. We are currently doing business with worldwide tool distributors, online stores, local supply houses that service a variety of different trades, as well with other local retail outlets.

About Us

Topline Innovations™ LLC is a start up manufacturing and marketing company dedicated to providing to all industries cost effective, durable hand tools that are innovative and unparalleled in function. The products are patent protected worldwide with no existing direct competition. At Topline Innovations we believe there is no end to making life easier, and as such we strive to design and produce only the highest quality products that fulfill our beliefs.

Topline designs and manufactures hand tools for all phases of commercial and residential construction needs. Primary focus is placed on product engineering and manufacturing processes to ensure the highest quality, a high level of product features, and the most efficient manufacturing process possible. We strive to design tools that save time, save space, and are less cumbersome to use, carry and store. Our tools ultimately speed up a projects completion time by allowing contractors to work safer, more efficiently, and with greater ease.

We always provide the best possible value to our customers who care about quality tools, and we want every dollar spent with us to be well spent. Topline Innovations is headquartered in Tewksbury, Massachusetts, and aims on keeping employment where it is needed the most. Topline Innovations LLC is also a Minority Business Enterprise (MBE) 100% minority owned and operated.

We are determined to create products that far exceed the expectations of today's commonly used tools. We are currently manufacturing and marketing the patented **AngLevel™** Multi-Purpose Measuring Tool.

Topline Innovations has an amazing new product line of tools for 2008 that have been in quiet development for years. We have filed patents for other exciting, soon to be released, innovative new tools and accessories for the **AngLevel™** Multi-purpose measuring tool. Accessories for the AngLevel™ tool are targeted for a late September release.

- **Topline Innovations™** LLC DUNS# 198262086
- **Topline Innovations™** LLC EIN# 81-0670049
- **AngLevel™** Multi-Purpose Measuring Tool UPC# 094922501691 (Certificate of issuance upon request)
- National Minority Supplier Development Council NMSDC Certification – pending
- Builders Lic# 4034 Class 4

Brief Description of the Product

The **AngLevel™** Multi-purpose measuring tool is a handheld tool designed by contractors for contractors that easily fits in a tool belt. It simplifies the use of commonly used tools, thus increasing the tradesmen's efficiency and saves space in their tool belt, while performing additional functions that other tools simply do not. It is extremely useful for a number of trades including, but not limited to siding (vinyl, aluminum, clapboard, etc.), framing (wood and steel), roofing, electrical, plumbing, woodworking, and general carpentry.

Purpose and Rationale

The AngLevel™ Multi-purpose measuring tool performs the same functions as the rafter square, t-bevel, and torpedo level. It performs these functions in a superior and more intuitive manner.

A Rafter Square requires the use of a pivot to find angles, and uses a conversion chart stamped on the tool to find the pitch equivalent in degrees. Whereas the AngLevel™ Multi-Purpose Measuring Tool uses a 360 degree dial in 5 degree increments in conjunction with the **QuikPitch™** feature that displays pitches 1 thru 20 on the top edge of the AngLevel™ tools base. No chart is needed for conversions and the angles and pitch can be read simultaneously. The rafter square is also used to mark perpendicular lines on materials usually for cutting; the AngLevel™ can perform the same function by locking the blade at 90 degrees and using the base parallel to the material. The blade also has a scale from 1 to 7 inches similar to the rafter square. The scale is numbered in ascending and descending order with respect to the angle dial for convenience. There are 90 degree reference lines located at the top and bottom edge of the tools' base, near the 20 pitch line; this allows for quick alignment to 90 degrees.

A T-Bevel records angles but has no markings to display the actual angle used and has no leveling function. The t-bevel in many conditions must be used in conjunction with the torpedo level. The AngLevel™ Multi-purpose measuring tool records the angle by locking the scaled blade at the desired angle via a threaded knob in front of the angle dial. The AngLevel™ tool also includes horizontal leveling and plumb leveling functions which eliminates the need for two different tools. An inexpensive T-Bevel uses a "wing nut" to tighten the blade when an angle is recorded; this wing nut prevents the T-Bevel from being used in tight fit areas, such as inside of J-Channel (siding application). We designed the AngLevel tightening knob to allow use in confined spaces.

A Torpedo level contains leveling vials to find plumb, horizontal, and 45 degree angles. The AngLevel™ tool contains only two leveling vials, plumb and horizontal, the 45 degree vial is eliminated when the AngLevel™ tools' horizontal leveling vial is set at level, the blade can be adjusted to find not only the 45 degree angle, but any desired angle. Many torpedo levels do not have a slot on the top edge of the base which prevents the horizontal leveling vial from being viewed from above or below in some instances; these slots to view the horizontal window are also known as top read windows. The AngLevel™ tool does provide this slot, enabling viewing of the horizontal vial when, for instance, it is held above ones head. The AngLevel™ tool provides this slot on the top and bottom so the tool can be used in any configuration and still allow viewing of the horizontal vial, essentially creating the worlds first "bottom read window". The few torpedo levels that do provide a slot only provide one. To our knowledge, *we are the only manufacturer to provide two viewing windows of the horizontal vial!* A torpedo level sometimes is magnetic; this is very popular and many times essential in the plumbing industry, as well in others. These magnetic torpedo levels use magnetic strips that have poor magnetic strength properties and require a large surface area of the level to be in contact with the metal in order for it to hang freely. Even in the best case scenario these magnetic strips barely do the job of supporting the weight of a torpedo level. The AngLevel™ tool uses rare earth magnets that are more than 8 times stronger than strip magnets and require minimal surface area to support the weight of the tool. Rare earth magnets have superior magnetic strength properties and are only found in two other levels on the market. Our product also provides a pipe line v-notch so that the tool can be rested on a pipe that does not have magnetic properties.

Additional Features:

- A V-notched hole is provided on the end of the AngLevel™ tools base to allow for it to be used as a plumb bob. The V-notched hole increases speed and accuracy of use due to the v-notch automatically centering the string to be attached. The v-notch also increases speed of use by eliminating the need to tie and untie the string to the tool. A knot can be placed in the string, and then the knot when placed in the hole and pulled taut eliminates the need to untie it, or tie it again in the future.
- When the AngLevel™ tool is fully extended it is 16" inches in length. The tool can be used as a step-off tool, for example, to ease frame layouts in standard 16 inches on-center frame spacing (roof rafters, walls, floor joists, etc.)
- Depth of tool is $\frac{3}{4}$ " of an inch thick, half the thickness of a 2"x4" stud and most 2" lumber (2"x is not truly 2" inches thick it is 1.5" thick). This can be used to find stud edge quickly when stud center is known, or to find stud center when stud edge is known.
- Width of tool is $1\frac{1}{2}$ " inches, half of the thickness of a 2"x4" stud. This can be used to find stud edge when opposite side edge is known.

- Level over longer distances up to 16 inches; this almost eliminates the need to carry a 2-foot level considering the standard frame spacing is 16 inches on center. Perfect in situations where a torpedo level just is not long enough and carrying a 2-foot level is too cumbersome.
- One side of blade scales up from base 0 to 7 inches, and opposite side of blade scales down from tip to base 0 to 7 inches. This allows the AngLevel™ to be used as a quick measuring tool if tip is placed on material and measuring out from the material. While the other side can be used to measure, for example, from tool outward similar to a rafter square.
- 1/4" inch and 1/8" inch pitch lines for use in leveling to an accurate decline of drainage pipes, gutters, or anywhere a slope is needed for water drainage or to exhaust gases that may require this amount of incline/decline.
- Compass feature on the ruler which allows circles to be drawn with the AngLevel from 2" inches up to 15" inches, 1/2" increments.

Market Competition and Special Features

There is no other tool that combines these features in a single tool; we also hold a patent status on all of the aforementioned functionality. This tool not only provides the same functionality as more than four common and essential tools, and a few more considered specialty tools, but does so in a much more efficient and simple manner. The AngLevel™ also incorporates time saving features unique to this tool. Therefore at Topline Innovations™ LLC we feel the AngLevel™ is in a class of its own.

Projected Sales

Reaction to the AngLevel™ has been extra-ordinary. We have received nothing but positive feed back from professional contractors to the common layperson or do-it-your-selfer. The reaction from hundreds of individuals we have spoken to while promoting the product is akin to imagining you just discovered the hammer, and it is a must have item in your tool box or tool belt. Feedback has included comments such as "I have always needed one of these" or "I wish I had one of these before". Not a single person that we have shown in the contracting business has failed to buy one, ten, or even fifty depending on whether they were supplying their crew or just themselves. This tool is also a favorite with material suppliers, who by providing this tool, gain new sales by offering this product at their location.

Other Information

Topline Innovations™ LLC is currently developing accessories for the AngLevel™ Multi-purpose measuring tool. We are developing other breakthrough tools sure to advance the construction industry.

Events

Topline Innovations will be attending the 2008 National Hardware Show at the Las Vegas Convention Center on May6-8 and we will be debuting the AngLevel tool in the "Inventor Spot Light" Area.

I appreciate your time and consideration of our product; please feel free to contact me directly at 978-315-2023 with any questions or concerns you may have.

Best regards,



Jeffrey Diaz
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