



February 3, 2009

Dear David H. Roe,

**Congratulations!** We have reached the end of the 2008 Net Promoter Score (NPS) award year and your sales center is recognized as a Five Star Customer Service award winner. This award is given to those retailers who have received 5 or more customer responses and an NPS of 60% this past year.

As a reminder, the NPS program involves a call to each of your customers approximately six months after they have moved into their new home. This call consists of one simple question from our call center operator, "How likely are you to recommend the company to a friend, 10 being very likely, 1 being not at all likely?" Customers who respond with a rating of nine or ten are considered "Promoters;" a rating of seven or eight are considered "Passives;" and a rating of 6 or less are considered "Detractors." NPS is calculated by subtracting the percentage of "Detractors" from the percentage of "Promoters."

The Clayton Five Star Customer Service Award symbolizes your commitment and success in providing outstanding customer service. This Five Star Customer Service Award highlights your team's phenomenal achievement in exceeding customer expectations. The benefits of this award include: web-site recognition, the Five Star Customer Service award plaque, press release describing achievement for release to local media, and collateral marketing material. The actual award will be delivered to your sales center by one of our home building facility sales teams. Enclosed you will find the Press Release ready for immediate release to your local newspaper or other outlet. It is my pleasure and honor to recognize this exemplary effort and commitment.

Thank you again for your continued support of Clayton Manufacturing and for your unparalleled commitment to customer satisfaction.

Sincerely,

A handwritten signature in black ink that reads "Lance". The signature is fluid and cursive.

Lance Hull  
Vice President of Sales and Marketing  
Clayton Homes Manufacturing, Inc.