

CPRIOA Board of Directors
1701 Barrett Lakes Blvd. NW, Suite 180
Kennesaw, GA 30144



November 21, 2019

Mr. Manny Becerra
President, Connected Living
Assurant, Inc.
28 Liberty Street 41st Floor
New York, NY 10005

Dear Mr. Becerra,

Please accept this letter of intent as notification that franchise owners of Cell Phone Repair have agreed to move forward with the process to form an independent owner's association, to be known as Cell Phone Repair Independent Owners Association (CPRIOA.)

The motivation behind this decision is to serve the franchisee community by focusing on mutually beneficial solutions to protect and enhance Cell Phone Repair brand now and into the future. The association will primarily focus on advocacy with the franchisor; facilitating education and best practice sharing amongst the franchisee community; and providing value-added benefits for its members.

This organization will be run by a volunteer board of directors consisting of seven franchisees in good standing. The day-to-day administrative activities of the organization will be managed by Elevanta, an established association management company.

We expect the formation process to be completed by Dec. 31, 2019 and we look forward to collaborating with Assurant and MMI to continue to grow and strengthen a sustainable brand.

Respectfully Yours,

Chris Tiffany, President
David Mericle, Vice President
Peter Diniz, Treasurer/Secretary
Rick Bouse, Director
Brent Belch, Director
Andrew Harberts, Director
Britt Bay, Director

Cc: Jeff Unterreiner, President, U.S. Connected Living
John Davies, CEO, Merrymeeting Group