



Northeast Koi and Pond, LLC
981 Riverview Drive
Walnutport, PA 18088

484-560-4363
www.northeastkoi.com

January 28, 2010

To our customers:

We at Northeast Koi and Pond would like to extend our heartfelt thanks to all of our customers who have supported us over the past few years. We are truly honored to have been an integral part of building your dreams! As most of us have been trying to cope with our own financial struggles over the past two years, Northeast Koi has been feeling the pain as well. Operating expenses and product costs have increased, and it has been increasingly difficult to compete with online sales. After serious consideration, it is with great sorrow we announce that we have decided to close our store in Walnutport. We will continue to serve our customers through pond design, maintenance, openings, closings, and installation. For now, we believe we can achieve this without a retail location.

We are currently searching for another location within the Valley, where we will focus heavily on pond installations, fish sales (primarily imported Japanese Koi), and other assorted pond fish. We also plan to stock a wide variety of fish food and pharmaceuticals. As we prepare to close this store, we will be liquidating our inventory over the next few weeks. All products in the store will be offered at 25% off the retail price, beginning January 30, 2010. We will also be selling store fixtures and displays, as well as very nice office furniture (these items will be sold as marked). Our hours are Saturdays, 9am - 5pm and Sundays, 10am - 1pm. Our website will continue to be a very important resource. Please check it often for updates and to plan for the upcoming season.

It is extremely difficult to announce something of this nature, but we feel that this decision will help us serve our customers better and allow us to continue as a company. We again thank you for your tremendous support and hope you will continue to come to us for all your pond care needs!

Sincerely,

Kerry and Cindy