

Wall Street and ThanksUSA

With the United States fighting wars on three fronts -- Afghanistan, Iraq, and also trying to head off terrorists on our own home soil -- the United States military is on the line in ways it hasn't been in 40 years.

And, too often, the rest of us do not grasp the sacrifices made by their families each and every day. Your firm can help change that in one of the most profound ways -- by helping those families secure their economic future through education.

We'd like to invite you to join the "Agents for Education" campaign and partner with WJB Capital Group and others in donating all eligible and approved trading commissions on April 14, 2010, to ThanksUSA.

ThanksUSA is a non-partisan, charitable effort created five years ago by two little girls who were inspired by their neighbor, an Army Lieutenant Colonel severely injured in Iraq six months earlier. (And he was recently redeployed there.)

ThanksUSA helps military families by "thanking" the men and women of the nation's active Armed Forces, National Guard and Reserve personnel. This is done by providing need-based college, technical and vocational-school scholarships for their children and spouses.

Here is how your firm can participate on the April 14th Trading Day:

- designate trades and resulting commissions to ThanksUSA
- identify executives, including your CEO, who would be available for press
- give interviews at the NYSE or by phone -- and perhaps online -- on April 14th or ahead of that date to raise awareness of the event
- identify a veteran employed at your firm who would like to participate in any media availabilities
- participate in a press event on the floor of the NYSE with veterans, ThanksUSA Scholars, the founders of ThanksUSA (the girls and friends who launched ThanksUSA -- see ThanksUSA.org), Armed Forces representatives and executives of other participating firms
- designate a corporate communications executive to help promote your firm's participation to trade press and others

Your participation through any or all of the methods listed above would significantly multiply the thanks offered to our troops. We do expect considerable media interest and with your help we can boost the level of coverage, leading up to Trading Day and on April 14th.

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At the same time, we are looking to raise awareness of individuals deserving of media coverage, on or near Wall Street Trading Day. Currently under consideration:

- the story of Robert Johnston, a young man training in the Air Force and ThanksUSA scholarship recipient. Following the attacks of Sept. 11th, having lost 200 of his colleagues that day, Robert's father, a Wall Streeter, re-enlisted in the military. That left the family's funds for college limited but, needless to say, provided inspiration for Robert.
- the story of Wes Moore, one of Wall Street's rising stars at CitiGroup. Wes is a member of the board of Iraq and Afghanistan Veterans of America (IAVA), and will soon have a book published.

ThanksUSA is dedicated to providing post-secondary, need-based educational scholarships to the children and spouses of active duty U.S. military personnel. Since 2006, we have awarded almost 2,000 scholarships, valued at nearly \$6 million, to recipients from all 50 states and the District of Columbia and representing all branches of the armed services, including the National Guard and Reserves, and the families of those killed and wounded. It is our goal for 2010 to award another 500 scholarships with a total value of \$1.5 million.