



Humboldt Redwood

July 12, 2010

<u>Announcement</u>

Our Board of Directors has graciously agreed to a new role for me within our family of businesses which will allow me to pursue several long-standing "life objectives". While I will no longer participate in the day-to-day activities of the business, I will continue to be a resource for projects.

My role as CEO over the past 10 years has been the most enjoyable, rewarding and fulfilling time of my professional career. The future remains exciting and promising for our companies, and also for me as I seek to accomplish a broader set of personal and professional goals. A heartfelt thank you goes out to Sandy Dean, our ownership, employees, customers and vendors for our successful professional partnership through the years. A very special thanks to those of you that I have worked most closely with. It has been an incredible journey! Lisa, Teri, David and I have always felt proud and honored to be, and remain, a part of this larger family.

Sincerely,

Richard Higgenbottom CEO