

October 15, 2014

To Whom It May Concern:

At Novi Security we believe that everyone deserves peace of mind. That's why we're providing simple, portable, and discreet security at a fraction of the cost of traditional options. Combining a simple hardware device with smart-phone interaction, Novi is leading the way for simple security for renters, home owners, and businesses.

In the last three months, Novi Security has had traction through Kickstarter, Live with Kelly and Michael, and BoomStartup. Check us out on AngelList! Novi Security is also participating in the Microsoft Ventures accelerator focused on the IoT.

As a growing business with difficulty accessing capital, we are eager to initiate a crowdfunding campaign under the proposed rules of Title III. It would be ideal for Novi Security to begin crowdfunding as soon as possible so we can get the funding we need to hire new employees and expand operations. We have reached out to several Title III crowdfunding portals and are ready to launch our campaign as soon as the final rules are published.

Title III will allow our company to grow, acquire new customers and create jobs. We expect our business to benefit from the finalized rules of Title III because, as a small business, we have limited resources and it is nearly impossible to gain access to capital through traditional means, especially without robust connections.

Additionally, we are thrilled that each investor will have a vested interest in Novi Security's success, will act as a brand ambassador to spread the word and promote our business.

I urge you to issue the final rules as soon as possible so that we can begin hiring new employees and growing our business. Title III will benefit not just our business, but scores of businesses nationwide and help the economy grow. I'd be happy to work with your staff in any helpful capacity.

Sincerely,

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Matthew Henningson / Co-Founder

Novi Security Inc.

www.novisecurity.com