



Valued customers & partners -

Our thoughts are with you and your families. Our wish is that your businesses experience minimal disruption during these turbulent times. To ensure that Allured is not one of those disruptions, we've prepared an update on how Allured will continue to operate over the next few weeks.

The Allured senior team has been meeting daily to discuss COVID-19 (Coronavirus) and its implications on our business operations, team members, and service levels for our customers and partners. We believe that "social distancing" is the best next step to ensure our teams and their families stay healthy.

*Therefore, **effective today, Monday, March 15, 2020**, Allured has implemented a work from home program. We are well prepared for this policy as many of our employees already work remotely one or two days a week. As you know, the situation is fluid and this policy will be in effect until further notice. As more information becomes available, we will adjust our tactics to meet the needs of our employees, customers and partners. We will also continue to take the advice of the CDC (Centers for Disease Control) as well as state and local health departments.*

What does this mean for your business?

First, we expect no significant interruption in client service, publishing, event planning or business operations and we remain ready to respond to any customer and partner requests. Allured is well prepared to operate at full capacity in a near fully remote environment. As is always the case, Allured's content and data centers are fully operational and has significant back up plans and support procedures in place should the need arise.

Second, Allured's team will continue to manage all customer and partner calls and emails through remote work setups. We have implemented a social distancing protocol for these employees who are unable to work remotely. Clearly, there is the possibility of disruption in the mail service and/or a health department-mandated closure of the Carol Stream, IL facility. Allured has already set a business continuity strategy in-place to maintain operations during this period.

Finally, you may notice many of our employees will be on conference or personal calls from their homes with family or others nearby. Please bear with them as we adapt to this, hopefully temporary, new normal.

As we said in our internal note to the Allured team - we will get through this. It is times like these when our company, our customers, our partners and our industry come together to make the best of an unpredictable situation. One of Allured's strongest assets is our collective ability to "get it done with a high standard of quality of service". We have full confidence in our abilities and intellectual property to continue to support our customers, our partners and, most of all, each other.

Best,

Jan & George, and the Allured team

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