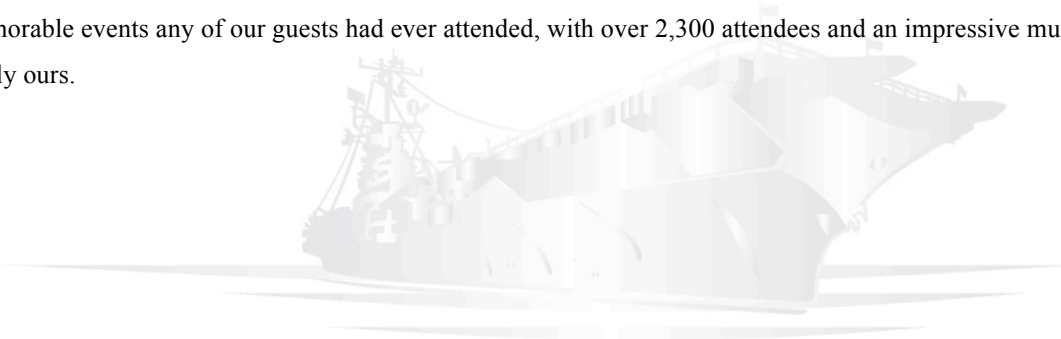


For the second consecutive year, the Impulse Group delivered on behalf of the Alliance for Veteran Support (AVS). In January 2012, AVS sought out to set a new precedent for charities in New York City. We sought out to create an experience - not in the the overused sense of the word, but one by which our guests would judge all charity events in the future. We wanted to leave them with a sense of duty to flag, fellow citizen and country, but also in a total sense of shock by the sheer magnitude of what we had accomplished. We wanted to be transformational. And in order to achieve that, we needed the best possible team - one that was dedicated, that had vision, and that had the audacity to dream big.

We needed a resilient group of people that would not be limited by the difficulties we would encounter, and that would only grow even more determined by the passing of each setback. The Impulse Group proved worthy of what we had sought out to find. While we worked with them in 2011 and know that they were battle-ready, we wanted to push them harder than ever and see what truly they could help us accomplish. And we were not disappointed. With the help of the Impulse Group, we managed to put on one of the most memorable events any of our guests had ever attended, with over 2,300 attendees and an impressive musical line up. The night was truly ours.



Sincerely,

Omar S. Itum
Co-Founder and Chairman
Alliance for Veteran Support, Inc.