

June 16, 2009

Ms. Carol Valianti  
Vice President, Global Communications  
Segway, Inc.  
14 Technology Boulevard  
Bedford, NH 03110

Dear Ms. Valianti:

As President of the Richmond Chamber of Commerce, I am pleased to learn of your interest in Richmond as a pilot city for the P.U.M.A. project. While I understand the expectations and specifics are still being drafted, I think this would be a very exciting opportunity for the city and its businesses and therefore support the effort to explore it thoroughly with you and our local stakeholders.

Richmond has a long established reputation as an innovator and today promotes and maintains an excellent climate for business. In addition to its pioneering roots in transportation dating back to the 19<sup>th</sup> century, Richmond is our State Capitol and home to 11 Fortune 500 companies including Dominion Resources which is the 10<sup>th</sup> largest electric utility in the country and headquartered in downtown Richmond. Our local entrepreneurial spirit is vigorous, time-tested and unrivaled. I believe that while the early participation of an innovative utility such as Dominion is a prerequisite to success, the true test and lasting value of a new product such as P.U.M.A. will always be derived from and generated by its local entrepreneurs. Richmond has had and today has many such visionaries, many of whom have proven they can painstakingly sift through and determine the appropriate business models and the ultimate path to success. I am confident that our talented and special crop of local entrepreneurs will surely help facilitate the speed and success with which P.U.M.A. is ultimately adopted both here in our city and on a national scale.

In addition to our business luminaries, our workforce is talented, well educated and hard working as well. This of course is also most important. Among others, Virginia Commonwealth University and its well regarded Engineering School and many of the leading vocational schools such as J. Sargeant Reynolds Community College, are developing important and relevant skills germane to alternative transportation in their local programs. I believe that our knowledgeable and committed workforce provides an inherently important foundation on which to successfully pilot your new and exciting product.

In sum, I believe Richmond would be an ideal venue for testing the P.U.M.A. On behalf of the Chamber and its more than 2,000 members, we would welcome the privilege to work with you and the P.U.M.A. team to determine the criteria necessary for a pilot and an exciting road to success.

Sincerest regards,



Kim Scheeler  
President and CEO

