

Kevin Thurston

From: Kevin Thurston <kevin.thurston@gmail.com>

Date: Sunday, October 15, 2023 at 7:23 PM

To: BlazeVOX Readers <everyone@blazevox.org>

Subject: Five Little Monkeys Apology

During the week between Christmas and New Year's Day, our Customers and Employees—including some of you—witnessed a horrific accident that greatly disrupted holiday and end-of-year plans. We want you to know that we are making every effort to prevent that from happening again.

Emerging from some of the most challenging days in Five Little Monkeys' history, we are highly focused on our monkeys, their recovery, and our plans for telehealth going forward. Our immediate task has been to stabilize human mother/little monkey relations, and we are pleased to report that since the incident, we've operated our famous show with no incidents with the same Five Little Monkey Fun™ that we've upheld for 51 years.

Immediate Actions: Following the incident, we moved swiftly to put mitigation elements in place to further reduce the risk of future accidents that could impede Customer viewing plans. Some of those efforts already in progress include:

Researching more stable mattress technologies to reduce the effect of impact when multiple monkeys are jumping on the bed.

Enhancing our Telehealth Technologies to efficiently communicate with mothers and doctors, and vice versa, regarding what to do upon discovering Five Little Monkeys Jumping [Stage One].

Updating and upgrading our Monkey Recovery System to not only solve current and future bumps, but also provide the ability to optimize established schedules as we revise them as needed if a monkey needs a longer recovery time.

Going Forward: While we have mitigated risks in the short-term, we are taking additional steps to review the events as they unfolded and make thoughtful recommendations on future actions.

We've engaged a third-party performing animals consulting firm, Performance Pets, to complete an assessment of the event and make recommendations of additional mitigation elements for us to consider.

Our Board of Directors formed a Monkey and Mommys Committee, made up of monkeys and mommys from all walks of life, to work with management to understand the events and help oversee the Company's response and to make sure we are reaching out to the affected communities in a way that is culturally appropriate.

We have launched the Third Little Monkey Foundation (TLMF) to study the short and long term impact of jumping on the bed, falling off the bed, and bumping one's head.

Five Little Monkeys has a long history of innovation and continuous improvement. We are currently budgeted to spend more than \$1 billion of our annual operating plan on investments, upgrades, and maintenance of our beds, bedding, as well as telephone systems. The recent incident will only serve to accelerate our plans to enhance our processes and technology as we continue to focus on adding creature comforts to bring rapid improvements for our monkeys and mommys. After all, if we take care of them, then we know our valued Customers will come back to experience that one-of-a-kind Five Little Monkey Fun™.

We fell short of your expectations and the high standards we have of ourselves, and for that we are deeply sorry. It is our steadfast commitment to make the necessary changes to address the issues we faced and to regain your trust and confidence. We will continue down our path of providing you the exceptional sensory pleasure you expect and deserve from us. It's a passionate and personal pursuit for our entire Five Little Monkeys Family, and we look forward to watching your eyes light up with delight at a Five Little Monkeys performance.

With appreciation,

Kevin Thurston