

Dear Fellow Shareholders,

We have seen tough times and we have seen good times together. In the year 2010, Rockford Rentals, Inc. saw a strong mix of both. Throughout 2010, we saw a combination of growth, improvement and the impact of trends.

In the midst of one of the hardest economic times, our company continues to still grow. In 2010, we saw a huge increase in rental sales of all types, but also a decrease in paid services. Many more customers are seeking to rent, instead of buying. However, we have seen a significant trend towards saving. While customers are seeking rentals, they are avoiding the paid services that often accompany those rentals. However, we look forward to seeing the effects of a more prosperous economy in the future.

Improvement has always been our main goal at Rockford Rentals, Inc and we saw much of it this year. Thanks to our customer evaluations we were able to see necessary improvements in our efficiency, customer service and equipment selection. I am happy to say that we have succeeded in this goal. Not only have we increased the satisfaction of our customers, but we also expanded our outdoor equipment section with great results.

Additional highlights of 2010 were:

- Increased profit margin by 7%
- Further collaboration with 12 local businesses.
- The Rockford Rentals, Inc website was enhanced providing information and pictures for all services and products offered on [www.rfdrentals.com](http://www.rfdrentals.com).

We have endured in a very tough economy by continuing to strive for the vision we have for Rockford Rentals, Inc. The success we have seen would not have been possible without our customers. We would like to thank our customers for this continued support of and faith in Rockford Rentals, Inc.

In 2011, we plan to expand Rockford Rentals, Inc. into an additional location. The new location will be in the Historic Downtown District of Rockford at 213 W. State Street. In addition, we project an increase of profits by 10% and an increase in revenues by 15%

Sincerely,

Larry LaGrange  
President and CEO  
Rockford Rentals, Inc