

RICHARD S. CUPP, INC.

January 20, 2015

VIA EMAIL

Dunson Cheng
Chairman, President and CEO
Cathay Bank

Dear Dunson,

I would like to introduce you to Marie Woolf, principal of Woolf Media.

I have worked with Marie for many years. She has been an invaluable resource to me and several banking and financial institutions in the key areas of strategic marketing, project management, branding and Internet strategies. Marie and her team have produced outstanding results for enterprises across the spectrum, in addition to financial institutions, from quality entrepreneurial startups to those with assets of hundreds of millions of dollars. She has a strong profile in Washington D.C., including a longtime friendship with Senator Orrin G. Hatch, who has become Chairman of the Senate Finance Committee with the new Congress now in place.

I brought Marie into Bank of the Orient as a key advisor and agency of record, with the goal of accomplishing a total rebranding and integrated marketing program, for all platforms, with a highly limited budget. I viewed her performance as outstanding, particularly in view of the lack of resources, lack of internal expertise, and the weak product and market position of the bank in recent years. Now, with the change in management that took place in the fourth quarter of last year, the priorities for these initiatives have changed.

I strongly believe that Marie's extraordinary creativity, work ethic, and marketing skills as strategist and project executive will be of great interest to Cathay Bank, as is her exposure to Chinese business, culture and politics at a very high level. As she is now looking at her next major opportunity in the competitive Chinese-American banking space, I am suggesting to both of you that Marie meet with you and your associates to explore mutual opportunities and ideas that could be valuable to you.



cc: Marie Woolf, Woolf Media